POINT
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REPORT FOR 1972

The manifestation of evolution should be inseparably linked with the improvement of the life of the people wherein the success of the design depends not on a uniformity of colors but on the reverberations of contrasts for out of contrasts a picture of special significance may be revealed.

In the process of evolution one can consider only the ascension of consciousness founded upon freedom of possibilities and thus each must fulfill his obligation to earth by hailing the foundations of evolution with inter-participation and mutual respect.

Richard Austin
POINT Coordinator
December 1972

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Attention Please: This report is not in conventional chronological order. In most instances the recent material is printed first with older material following.

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POINT

Box 99554 - San Francisco, California 94109 - Phone 415-928-8469

POINT (a non-profit 501-C-3 corporation) was conceived from the profits of The Last Whole Earth Catalog and is dedicated to perpetuating the energies and ideals of the Catalog -- namely evolution -- via the development of intimate, personal power for individuals to conduct their own education, find their own inspiration, shape their own environment, and share their adventure with whoever is interested. POINT is an extention of those tools that aid in this process.

The grants made by POINT directors are for relatively active purposes affecting issues of economic, environmental, sociological, and behavioral importance. These grants, always initiated by POINT (proposals are not encouraged), are of two major types: (a) group or project work or (b) "Agent" assignments.

The project-type grants are funded mainly by individual directors who have discretionary funds to administer. Examples are:

* San Francisco Zen Center's Work Company - a project for right livelihood
* Project Jonah - international activist organization devoted to stopping the killing of whales, dolphins, and other cetaceans for commercial purposes
* Goodworks Collective - a collective of feminist activists, psychologists, academic group leaders, and artists engaged in a wide range of educational projects
* San Francisco Sex Information - a project to make accurate informa tion on human sexuality available to the public
* ...and others

Under the "Agent" concept, an individual is selected by a POINT director to undertake work in some chosen field, usually involving a year of effort. (Directors may select more than one agent). Some agents are involved now in the defense of big-horn sheep; the Rocky Mountains' ecology; developing educational activism in the corporate social responsibilities field; working with child care centers; and one is experimenting with People's Economics, new paths to alternative financing.

In the way of investment, POINT has developed an "Activist Portfolio", including both white hat and black hat corporations. It also has invested in solar research with ZOMEWORKS Corporation in New Mexico. As a shareholder POINT has filed suit against a company and also initiated proxy resolutions.

Directors:

Stewart Brand, Whole Earth Catalog
Huey Johnson, The Trust For Public Land
Jerry Mander, Advertising
Richard Raymond, Portola Institute
Michael Phillips, Glide Church

and Elijah.....

Officers:

Pres., Michael Phillips
VP, Richard Raymond
Sec., Larry Klein
Tres., Lois Brand
Admin., Richard Austin

INDEX

1. LEGAL HISTORY OF POINT..... page 1

2. MINUTES..... pages 2 - 71

3. DESTINATION PAPERS..... pages 72 - 144

4. AGENT AND GRANTEE REPORTS..... pages 145 - 538

5. FINANCIAL REPORT (3rd quarter)..... pages 539 - 543

6. OTHER..... pages 544 - 564

   A. Grant Summaries and New Destination Papers

   B. Sample Letters to Grantees and Agents

   C. Portfolio Strategy

   D. Agent Expense Record Keeping

   E. Specials - beyond 564

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January 29, 1973

Mr. Richard Austin
POINT
330 Ellis Street
San Francisco, California

Dear Dick:

The following is what I suggest be included in Point's annual report as its legal history:

"Point was incorporated as "Parnassus Institute" on May 29, 1968. In due course it was granted tax exempt status by both the federal government and the State of California. As the drive to accomplish its basic educational purposes waned, the officers of Parnassus determined to pass its management to affiliates of Portola Institute, Inc. Accordingly, on December 28, 1971, amendments to the articles of incorporation were filed with the State of California changing the organization's name to POINT, broadening its purposes, stating that it was a "support organization" to (affiliated with) Portola Institute, Inc. and making certain other minor changes. All of these changes have been accepted by the state and federal governments as consistent with the organization's tax exempt status."

Sincerely yours,

LAWRENCE A. KLEIN

LAK:lcs

MINUTES OF DECEMBER 7, 1972

BOARD OF DIRECTORS MEETING

Board of Directors:	Mike Phillips, President Dick Raymond Jerry Mander Stewart Brand Huey Johnson
Elijah:	Jo Ann Silverstein, Pacific Change
Staff Coordinator:	Dick Austin
Recorder of Minutes:	Beth Sosnick

The December 7th Board of Directors Meeting was held at Green Gulch, Marin - The Zen Center.

New Office:

The new office is located on the roof of Glide Church, 330 Ellis Stre San Francisco, 928-8469, for $35 per month.

The new staff coordinator, Dick Austin, is currently working on (1) Arranging the February gathering (investigating costs, etc.); and (2) Point's First Annual Publication.

Point's February Gathering:

The group agreed on having a trip in February. Jerry feels that the goal of the gathering should be to get agents and board members toget to exchange ideas and draw energy from each other as well as discover whether or not a "Family" is what is happening with everyone. It is sugg by Stewart that Point has been sitting on a stew for a long time and now will be stirring it; hence, doesn't a hot springs seem appropriat Esalen and Tasa Hara are discussed. Huey and Mike want Alta, Utah. The board decided on a nearer location. It is decided (after the mee ing) that the trip will be a three day jaunt to Foresta Institute. Foresta is in the mountains and also near hot springs. Stewart also feels that a bus trip would lend a certain magic (everyone being so close together for a five hour interval). A bus will be rented for th occasion. The happening will occur during the first week in February

If the agents want to reserve time to inform people of their project, possibly set up schedule and have them apply for a set interval of time (several two hour segments, for example).

Point's First Annual Publication:

The importance of the publication is agreed upon, not only for general information, but also for grantees, for government, for anyone intereste in attaining capital for a project, for public information, and possibly Point could make it available reading before allowing interviews.

It is agreed that certain studies should be somewhat camouflaged in order to protect people involved: (1) One agent who is working on a community murder problem would be put in a position too vulnerable if it was known what he is doing; (2) In other cases there might be intimate political problems where li ble might be involved. Everyone has expressed a desire to personally edit manuscript before the final publication, although complete "open-disclosure" is decided as a good policy.

Also all board members are going to review all the minutes of previous board meetings.

Dick Austin reports that 400 copies will cost about $1500. It is agreed that Point should charge cost only and that additional copies will be available for board members, friends, contacts, etc.

Point's Philosophy

Everyone on the board has been interviewed Recently by Paul Growald except Mike who states that he does not wish to give interviews, that what he has done in the past should speak for itself.

Is Point prepared to be a community/family? Many people apparently have a great sense of pride in belonging to Point. Should Point resist the dependency or officially accept "familydom". Jerry and Mike feel the February gathering will be the last time Point will be able to relate with a sense of small and close community. Apparently Stewart and Richard have had extremely bad results with people, relating to the family/dependency trip.

It is mentioned that Chick (Ecotopia) has offered to write a document on how Point can direct itself toward a "steady state system". What can Point do to work on a common board project? It is important to maintain a very receptive attitude about new proposals - not only continuing to do what Point is good at, but also spend time, as Jerry suggests, relating to the fact that no matter how you cut it, giving money away is a political act and we ought to be acknowledging that, working on our feelings about it, and including it in our perception of our work. Richard feels one of the most important things he is doing is working continuously with agents on already established projects.

Jerry and Jo Ann feel it is important to get better exposure. In or to break the isolation barrier, spend more time with different commu ties and foundations and get a good idea of how they work. Let more people know that this money is here, not just those who are in Point general realm of contact.

Jerry wants to bring someone who can create a group sense and knows about group process to get more out of the board meetings, **(specifically 1) to help board menbers gain a sense of group action, and 2) to help board members find and work in their feelings about money and its meaning.**

New Board Member and Succession:

It is agreed that Point is heavily environmentally directed and that there is a need to aim Point toward more socially conscious projects as well. Mike is adamant about the importance of maintaining a worl perspective. Pierre Morno (sp?), Virginia Baker, and Willy Willoya are suggested. Pros and cons of each are reviewed. He also suggest that the next time the board meets they get involved in a totally ac oriented, non-verbal manner (chopping wood), perhaps with the hope c giving direction.

Jerry wants to expand the board to nine members. Should there be a four person board? A four person board and Elijah? Two more board members with Elijah? **(in order to include other kinds of people - women, minorities, and non-"achievers".)**

As per discussion on philosophy, Richard does not want there to be "philosophy". He feels that to have a set philosophy is totalitari in nature and that he would like it to simply be an exchange of inf mation. The board agreed that Mike was to meet each member individ to discuss how to improve the board meetings

Jo Ann and Jerry have suggested that a group relationship should be established between Point and Pacific Change. Stewart believes that variant parallel systems are important and Mike feels that they are two different experiences that should be kept separate. Problem: does a six person entity (Pacific Change) become a second class ci zen? Can a rotating six person entity maintain a standard philosop Jo Ann feels you cannot dictate what a person should say at a board meeting - it is important to maintain the freedom of individuality. However, Jerry feels it is important to have community process vs. individual process.

Stewart suggests drawing straws for the new board member. Whoever picked the short straw would select the new board member. However, there has been no conclusion drawn on the succession issue.

Pacific Change:

See Jo Ann Silverstein's letter from Pacific Change, December, 1972.

Pacific Change's philosophy in connection with the family/dependency problem is that they try to be as clear and honest as possible (about the fact that it is only a grant for a certain interval of time, not a permanent Medici*). Pacific Change has occasional parties for the grantees and grantors to get together. She says they never use the word family - it is a loaded word. Furthermore, if you're honest and clear about where you stand initially, you won't have to place yourself in a position where you must "kick people around".

Jo Ann feels there is much for both sides (relationship between Point and Pacific Change) to benefit from in an inter-locking directory type relationship that has a sense of vulnerability/responsibility to both parties. A contract creates distance and avoids the advantages of a more susceptible contact.

Elijah Position:
The effect that other Elijahs had on the Board meetings was related. However, no terms were deduced as to what the board really expects from the Elijah.

Other Matters Discussed:

During lunch Jo Ann asked the Board how they felt about money on an individual basis. Mike and Jerry expressed guilt, the latter adding that a disturbing thing about POINT is its adamont refusal to recognize the political implication of itself, and now its attempt to avoid discussions over "best uses" of money, i.e., direct aid for misery vs. fundimantal social change vs. "visionary schemes - which is best? Jerry suggested that a shipful of corn to starving people might actually be the most eloquent, elegant and catalytic thing we could do.

Huey arrived after lunch. Mike and Dick Raymond voted Huey off the board, however, all were happy to see Huey upon his arrival.

Richard Raymond's November 21, Board Memorandum: Richard gave a clear summarization: of his suggestions for giving Point direction both in general policy and in the meetings; listed his grants, summarized and evaluated them; related his impressions and feelings of what he expects of himself as a director.

It is agreed that no more funds shall be distributed to Bill English since his grant was completed October 31. However, all members have expressed interest in working with Bill on his dyna-book.

*Relates to the Medici family of Renaissance Florence who donated to the arts and supported artists.

The pursuance of other legal suits (such as the Bank of America sui is discussed. Huey feels: (1) that getting involved in more suits would mean a great deal of administrative work for Point, and (2) that you never know when you might need the person you are suing as an ally. Mike states: (1) that foundations, universities, etc., ar sitting on many billions of dollars (power) and not using it and t examples are needed; (2) for the current law suit there is no admin trative cost and very little time spent, and (3) he agrees with Hue in that the legal process takes too many years. The result of the conversation is that Point will continue to pursue proxy battles.

Huey tells of farm lands that are available to non-profit organizations and could be donated to Trust for Public Land or Point. Poin should definitely get communes or groups of interested counter-culture people together and investigate. This would be a great opportunity to aid lower/working class people. They might be more interested in being self-sufficient than a "commune."

A VERY PEACEFUL AND CREATIVE NEW YEAR TO ALL OF YOU !!!

Minutes
Point Board Meeting
November 9, 1972

Jerry Mander hosted the meeting at his place on Filbert St. in San Francisco. Board members present besides Jerry were Mike Phillips, Huey Johnson, Dick Raymond, Stewart Brand, and Bill English. Steve Radcliffe was the recording secretary.

The session got started at the ungodly hour of 8:30 or so A.M. with an introduction of the Elijah, Chick Callenbach, who is editor of Film Quarterly, author of Living Poor With Style, and has a novel in progress called Ecotopia, a futuristic novel laying out the concept of a stable state society in which everything is recycled... having a decentralized, anarchistic structure "composed of a welter of competing small publications, and in which everybody argues all the time." By way of defining his role in the Point meeting he asked to be called an Ecotopian Militant, a visitor from the year 1995. Follwing a rap on Ecotopia, Bill English was asked to give a report...

Bill English report

Bill reiterated that he was resigning from Point, saying that he was very heavily into Xerox research unrelated to Point, which cut down too much on the time he had available for Point. He mentioned that he had given a $5,000 grant to a recently graduated lawyer who wanted to get into social causes immediately without wasting too much time hassling for bread, then described his visit with Steve Baer, who is building a house to test energy conservation concepts, specifically the "zone system" (is that right?) of solar heating. Bill said that Steve's work was quite interesting, but that Steve didn't want to get into it as a business, which cramped its usefullness as a Point project.

Chick asked Bill if Steve Baer was into biodegradable housing, and Bill said no which initiated a long rap, most of which was Stewart's comments on John Todd and the New Alchemists, a communal group on Cape Cod. Stewart gave a technically detailed description of the biological means through which New Alchemists is creating a totally self-sufficient environment. He mentioned use of fish ponds fed with red worms skimmed off the top of garbage beds (?), housing structures made out of living materials, ingenious windmills, and a whole bunch of other stuff. Then he talked about the commune itself, how its made up of mature adults who are into a crucial project without any conceivable end, in contrast to a good many communes put together by teenagers without real long term goals and whose scene tends to fall apart after they've put the physical structure together and find themselves without much to do. New Alchemists has a constant influx of creative activity due to new people, largely ex-professional scientists, showing up with new energy. Stewart said something about New Alchemists setting a similar commune together in Nova Scotia (?).

Huey ventured Why not get a New Alchemists group in the San Francisco area, which Stewart thought was a good idea and suggested sending somebody from here to Cape Cod to get immersed in it.

At about this point, Stewart announced that he was firing himself as president

of Point, due to being into too many other time consuming things, which would als necessitate his resigning his board membership. He seemed to be saying that only the timing was uncertain, but everyone else insisted on terming it "indefinite," meaning forever. Stewart nominated Mike as the new president, and this was put in effect almost instantaneously. Despite cries of "Speech, speech" Mike opted to get serious right away, and began talking about an agenda.

Mike started by saying that he would need administrative help to keep himself sufficiently free. This was agreed to, and it was left to Mike to find himself an assistant (who is Dick Austin. Hi Dick). Mike also said that he would prefer to have the Point office in San Francisco, which met with general agreement, and this led to some discussion of the Menlo Park office, with the feeling being that it should probably be closed.

Amidst this there was intermittant discussion of who should be Point's Treasu with Lois emerging as the best candidate.

There was some discussion as to just what the administrative staff should do - this seemed to remain rather nebulous. Huey contended that the administrative sta should help to inspire board members by getting reports and other information distributed in a more timely manner. Jerry took issue with the word inspire, sayin that the staff should play the role of non-interpretive information hub. From tha point he speculated on how the information should be passed around, suggesting revolving small groups as a media.

There followed some discussion of the idea of preparing a list of grants to include short descriptions of the grants by the person who gave it, plus date and size of grant, name address and phone number of recipient. Possible use as an organizing mechanism, and as a basis for preparing the Annual Report. Jerry made a motion of all this which was seconded and passed.

Huey suggested preparing a job description for administrative staff and a definition of Lois' role, and someone mentioned briefing Lois on the dangers inher due to recent legislation. There was no vote on this but there seemed to be gener agreement.

Dick mentioned that he had given $5,000 to the Zen Center, and Jerry said tha he had given a $15,000 agent grantto Norma Whitaker, who was still in Los Angeles but would probably come to San Francisco very soon and organize a public interest PR firm. Jerry also talked in glowing terms about a group called Pacific Change, a consulting service to foundations which helps radical communities get foundation money.

Jerry launched a long rap on the philosophy of Point's activities (which surf again and again through the rest of the day). There seemed to be general agreement that Chick's earlier description of Ecotopia as a stable state system was quite si to ideas expressed about Point, in that the board utilizes a decentralized format and is collectively organized to spread power around. There was considerable disc and debate on just where Point stands on a collectivist-individualist continuum, a where it should stand. Jerry said that he was thinking about using his discretion funds to set up a collective, to some extent as an experiment to yield perspective on his feeling that the Point board should be more of a cohesive whole.

(Hereabouts, Chick got up, wobbled off with his legs pressed strangely together, then returned a few moments later muttering "The bladder is the curse of political meetings.")

Stewart said that he has changed his mind from his earlier position, and that he now favors more explicit, extremely demanding and perhaps even impossible standards. He said that he would like to see the Point board come up with a three-sentence definition of what Point is all about. Everyone seemed to agree, but no specific definitions were voiced.

Chick offered the analogy that board members were like gardeners, having the same general purposes and similar knowledge, but in now way obligated to grow the same plants. Huey tossed out the analogy of diamond mining, in which you have to start a lot of mines in order to have reasonable prospects of hitting on a few of them, whereas if you limit yourself to a few you may not hit at all. He then said that he thought Point's purpose was to bring strong individuals together to pursue their own ends and learn from each other at the same time.

Chick commented on collective vs. discretionary disbursement of funds to the effect that exaggerated emphasis on either one has inevitable drawbacks, that it was hard to tell which was worse, and that anyway a real balance between the two could be arrived at in practice much better than by definition.

Jerry pointed out that there had already been implicit group disbursements, then went on to say that he felt that there was root agrement, despite different metaphors, that a stable ecology is of central importance.

Huey noted in relation to discretionary spending that each member has his own field of specialty, which necessitates some focussing individually, though of course each individual desires to branch out.

Dick alluded to the term "godf~~p~~athers", which he had suggested at the previous meeting, to the effect that each individual brought with him his own constituency, which made Point a syndicate pooling diverse interests. He also said that he felt that the group shouldn't insist on a common philosophy.

Huey said something about "another baby being born, more comfortably this time."

Experiment with the lists

It seemed that, although numerous good comments were being made, the discussion wasn't quite coming into focus, and in this light Chick suggested an experiment--each individual made up a list of ten things he would like to see done, or changed, in contemporary society (although in practice the format broadened out). The initial idea was to see how many items whould show up on how many lists, thereby giving a more concrete sense of what the group shared in common. After everyone had made a list they were read off around the room. Numerous items sparked off potential raps, which were for the most part suppressed in order to complete the reading. (The lists have been compiled separately).

After the lists had been read there was some rap about the items, and then about the experiment as a whole. Jerry said he was xxxxxxxxx struck by the amount of agreement that surfaced and Dick said that he wouldn't disagree with any of the items. Jerry wondered what would happen if _____(an eskimo) or Angela Davis

were included, would there be the same agreement? Most people thought no.

Stewart suggested trying the experiment with the Creative People List, which, besides being interesting in itself, might turn up some sorting principles. Mike got turned on by this idea, saying that it could help to get some of the people together. Dick saw the possibility of a Point conference growing out of it, whereby speakers could be called in to help fill gaps in the board members knowledge. Stewart looked at it for the possibility of finding the most far-out projects.

Jerry came up with two more analogies by way of elucidating Point's stance. He talked about Koestler's Janus-faced holons (a holon in general being any entity which functions as a whole in relation to its parts, and as a part in relation to a larger whole) which must maintain a simultaneous looking-inward toward its own maintenance and growth, and looking-outward toward its actions within its environme Then he gave an inspiring speech about slime molds, which exist as individual cells devouring dead leaves until there get to be too many of them and too few leaves, at time they pull together into a slug which slithers off to another part of the forest and disband into individual cells again. For some curious reason this made everyone think about lunch, and the session broke up.

(Lunch was preceeded by a razzle-dazzle basketball game won handily by Mike and Steve despite Huey's unstoppable drives and Chick's tacit double dribble privile

Afternoon Session

The afternoon session went around and around and around on the problem of succession, with numerous stops and starts, fragmentary expressions, etc. The secretary got very confused as to what was going on,,and didn't get many intelligble notes.

Initially there was some debate on Dick's proposed resignation from the board, due to his desire to stay with some projects already started, with the upshot that everyone was against it.

For a while talk centered on selection principles, but with none settled upon. Various people recalled the criteria for original board: professionals with time, but with work of their own, having low ideology and high delivery, group synergy... Stewart suggested creating sub-boards serving as farm teams, and Huey thought about giving money to agents and having them disperse it to turn up new talent. Jerry wondered about a non-star, and Stewart talked about getting a higher level of deliv and wider representation. Bill suggested a lottery.

Then a long period was spent discussing woman candidates, chiefly Lady Barbara Ward Jackson, Alice Tepper Marlin, and Ginny Baker. Stewart gave an inspiring spee in favor of Ginny, and Mike expressed a high opinion of her. Huey spoke about a woman from Nevada _____(?), who seemed very impressive also. It turned ou that everyone knew Ginny except Jerry, who resolved to meet her.

Jerry suggested an alternative, an all woman board, which was discussed at len giving rise to comments like: Would permit the present board to remain all male; but, on the other hand, not necessarily; Sounds like we're playing God; wouldn't th resent being lumped together arbitrarily by us? -- how about us picking two women

and letting them pick the remainder?; it would mean an experimental answer to the charge that men never give women any real authority, because we'd just be saying, here's a bunch of money do what you want with it. The idea didn't seem to work into anything clear and definite, but left the impression that it was worth looking into further.

Mike suggested that the drift of the whole rap for the previous two hours was off base because it had had the wrong motives to begin with, i.e., looking for a "woman" in order to escape charges of sexism, rather than looking for a "person" who was well qualified ("who just happens to be a woman?" someone said)

The discussion of succession seemed to run out of gas without having reached a conclusion, although it did appear successful from the vantage of getting people's feelings out into the open, eliminating unlikely options, and clearing things up to some extent. Jerry said that he felt he was a lot closer to being able to make a decision, and Stewart said he had settled on his candidate.

Opening Soon? -- The Last Whole Earth Catalogue

With everyone nearly horizontal from battling succession, Stewart got some juice moving again explaining about the musical. It seems that he got a call one evening from Edward Padulla, a Broadway producer (Bye Bye Birdie) who was in L.A. for the opening of his most recent production. He said he wanted to make a musical out of The Last Whole Earth Catalogue (Jerry interjected "It's so corrupt I can't stand it") At any rate, Stewart flew down to talk to him, and amidst a heavy rap on the apocalypse, discovered that he was serious and apparently had read the catalogue. He wanted to farm it out to some song writers, etc. and see what they came up with. Stewart said he wasn't sure what the songs would sound like, but that it might mean some money for Point and that it would be interesting to deal with some Broadway people and see where their heads were, and so he was throwing the idea out for the board's consideration.

Jerry said that he'd worked on Broadway in the past and that it was completely fantasyland, the people there just weren't attached anywhere. Mike wondered what this would mean about Stewart's chances for anonymity. Jerry said that he was amazed at himself, but that he was for it. Would Point have a say in casting and who did the songs and script, like could they get Jerry Garcia to do the music? Stewart said he thought that part was open. Jerry, who was really getting into it by this time, wondered about the cast--young hip actors, the La Mamas, the Committee, could be good.

Mike thought that the idea sounded like rewriting the Catalogue in an archaic script.

Dick worried that it would risk the name and reputation of the Catalogue. "What would we think if we heard that The Greening of America was about to open on Broadway?" The whole thing, if not done properly, could risk philosophical integrity. Stewart countered with Kesey's experience--the shows were a rip off, but didn't tarnish Kesey's reputation. Besides, it could be good, and might make money for Point.

"How much?" Somebody wondered. Chick mentioned that 56 out of 59 Broadway shows last year lost money. Jerry said they'd have to insist on a big advance, and discussion ended with agreement that the whole thing would proceed through lawyers, initially

finding out how much they could get as an advance and if they could be in on production decisions.

Talk shifted to Stewart's possible publication of something in Rolling Stone that would include inside details about Point, about how there was beginning to be a reading public for foundation material and how certain things should be said for the sake of honesty. Mike said he thought the proposed article would probably be painful, to some extent, but that he was for it. He mentioned that the only two books out on foundations didnt tell what was going on inside, but that "we should be willing to defend what we've said." Dick pointed out that it really came down to the principle of open dislosure (which Stewart broadened in a comment that the Left has been very slow to disclose its methods). Dick prophesied that "the whole field of foundations is about to explode."

International, Blue Sky, and others

Huey wanted to talk about international projects, and mentioned a conference in Japan which needed a keynote speaker (anybody interested? you say you want to go to Japan, huey?), Jerry said that he had given $5,000 to an English group fighting the SST there, and then asked if anybody knew that there were these half-dozen construction/land development companies who owned all the trees in _____(?) and were cutting them all down. Huey not only knew, he had given some money to help fight them, and then he wanted to know if anyone wanted to contribute to the Sierra Club Defense Fund, since the Sierra Club was bieng hassled by a $20 million suit. Penetrating stares. Hey Chick, spare change?

No, but Chick did have a blue sky idea. How about buying up a ton of Communist Chinese bicycles and giving them to a small city for transportation? There would be so many bicycles all over the place that there would always be one available wherever you went. Comments: impossible in an urban area because people from other areas would steal them. Who would keep them repaired? How about a small city several hundred miles from the next major city? What about Honolulu?

Dick brought up a propane conversion project in Santa Cruz (?), and then flashed on the idea of short-circuiting grants, that is, giving money to obvious fuck-ups who would thereby get perplexing publicity. This set off a lot of hilarious fantasy, with some prospects of translation into projects. But nobody said, yea, let's do that.

Mike said he thought blue sky rarely got off the ground because everbody was flashing on the big steps, but nobody was taking the little steps necessary to get them going. He talked about the lack of followup and research, and said that his administrative assistant could help along this line.

There was more talk about Point's public relations role, with several people feeling that Point should take a more militant approach in pointing the finger at the bad guys via the media. Chick suggested encouraging certain types of writers, name those who were experts in a given field but not a member of that field's establishment. He also said that he thought foundations should take the riskiest risks possible.

As the session closed down, it was decided that Mike would host the next session, at a time and place to be determined. On the agenda would be succession, blue sky, loose ends. Someone suggested that everyone should come in with his work plans for Point, and this led to the idea that everyone should go back over his original position paper to determine how views had changed over the year. Both of these seemed good, and led to the idea of asking the next Elijah for a position paper.

Everybody said goodbye to Bill, then to each other, and split.

As the session was breaking up Jerry said that if I had any observations on the meeting to feel free to append them to the minutes. Yes. Here:

In general I was really impressed with the high level of creative energy being generated and moved around--having just escaped from one of the most absurd energy garbage dumps going, the contrast was especially sharp. But what I'd like to comment on specifically is the experiment with the lists. Recall Jung's work on the collectiv unconscious. Actually, any group of people who function together over a period of tir gradually form a common territory within the collective unconscious, their own "group head", which is more or less subtly distinct from other group heads (though not necessarily easily accessible to consciousness). Now it seems to me that "agreement" is not something intentionally put together out of abstract philosophical concepts, but is rather something which grows organically within the group head. Which means that agreement exists (in whatever state of wholeness) prior to anyone's realizing it, and, more importantly, that it transcends whatever superficial disagreement may arise. ~~Thxx~~ Thus it seems to me that the experiment with the lists was essentially an exercise in raising pre-existent agreement into mutual consciousness, and the results suggest that substantial agreement already exists among Point members and, speaking more broadly, that Point's group head is relatively very together (however, most group heads seem to be dangerously schizophrenic--maybe its easy to look good in contrast).

Also, I think that in general the main trouble with definitions of a group's purpose is that these definitions are abstractions laid out with only a superficial understanding of the agreement which already exists (and thus very little congruent with it), and hardly any feeling for the group head. Thus the importance of raising agreement into consciousness before any formulations are attempted. Since there seems to be some uncertainty among Point members--on the conscious level--it might be a good idea to get together for a session of experiments designed to bring existent agreement further up into consciousness. Concerted dealing with ultimate questions (who am I really, what if anything survives death, does life have a purpose, what is it, etc.) can be helpful along these lines since it temds to blast you on out beyond temporary superficial differences. Also, the literature on encounter groups, tailored to suit your own purposes, might suggest some good experiments.

Thanks for letting me sit in on all that juice

Steve

Lists of "Like to see changed", or whatever, items

Bill

1. Stabilized ocean
2. Personal transportation without pollution/congestion/high energy
3. Participative society - people aware and involved
4. De-urbanized society, as an option - work and live together
5. Reduced energy needs and clean sources
6. Personal information tool and toy - dynabook
7. Way to preserve personal space equitably
8. Personal freedoms preserved
9. Waste disposal
10. Preservation of crafts, skills
11. Awareness of self, control of self

Feel (Michael 9 years old)

1. How do people get together?
2. Single clothing shelter
3. Romer's rule - today how operating?
4. Man can fly - how?
5. Chemical communication?
6. How do we smell? (do it)
7. What are whales?
8. Genetic information in facial and body patterns
9. Sound memory/smell memory
10. How do two wheel cycles work?

Huey -- Believing all things are possible these are areas I'm interested in learning more about and helping on

1. World peace
2. Population control
3. end individual suffering
4. Development of individual life pleasures
5. Satisfactory sharing of world resources
6. Establishment of workable land policy for survival
7. For me to become more knowledgeable in music, art, poetry
8. To actually produce new art personally
9 To participate in athletic or physical and mental health...concepts relating to physical activity
10. Find a satisfactory way to spend more time with my family, particularly in sharing the child raising (like always leaving meetings early)

Dick -- interest in problems without present solution

1. Honest car repair service
2. Mini-village residential compound with open space
3. Anti-gravity device
4. Transportation without cars
5. Sewerage disposal without sewer systems
6. Free phone service for all
7. Continuing athletics (like adult education) for entire life
8. Cultural acceptance of individual differences (You are ok)

Dick's list continued

9. Economic system based on giving (end the Era of Greed)
10. Diet theries into practice
11. Baby discussions with respectability
12. Levels of consciousness
13. Everyone a musician

Chick Questions

1. How can extractive mining be entirely avoided? (recycling of existing metals)
2. Can more plastics be made biodegradable?
3. What would be economics of a wisely contracting economy?
4. What is the most comfortable & natural small social grouping like? (extended fami
5. How can economic organizations be decentralized & otherwise be made smaller scale
6. What is the optimum size of a stable population country?
7. Are their conceivably direct biological sources of electric current?
8. Can housing be produced in a fully-automated industrial manner? Clothing?
9. Can the consumer boycott be directed successfully at individual ecologically harm products?
10. Can print be given a finite fade-resistant life, so that paper can be re-used wi re-pulping?

Jerry

1. How can people ~~xxxxxx~~ regain a sense of themselves as plants in a living univers
2. What is the meaning of media & what can be done about it - anti-diversity, anti-democracy, anti-equality
3. Koestler: all organisms are Janus-faced holons -- _____toward Transcendent (uni ( ) & the same time as individual assertiveness--how to encourage that withi human and ecological limits
4. How do we achieve communication with rocks and trees, and be willing to give them equal time & _____ -- _____--loving one's sense of _____ -- humility
5. How do we give up control on all levels--of other living things, of ourselves
6. How can we accept the wisdom ~~of~~ and sanity of children & how can we spread that knowledge
7. How do we change & open up...world consciousness without doing it ourselves?

Stewart

1. Discrediting of monoculture
2. Understanding of the function of 'self' consciousness
3. Relaxation about death/dying
4. "Soft" war conflict forms replacing present warfare
5. A big fascinating story to be in with everybody
6. Living (biological) ~~xxxxxx~~ technology -- housing, computers, distribution, etc.
7. Dynamic steady-state or planetary energy _____: expanding state of evolutionary exploration
8. Personal bodily flight
9. The discovery of Atlantis and plenty of artifacts.

Minutes
Point Board Meeting
October 10-15, 1972

The meeting was held at a farm in the foothills of the Santa Cruz Mountains owned by Gurney Norman, Chloe Scott, and Ron and Paula Bevirt. The farm is a 140 acre spread four miles inland from the sea, where a lot of Redwood and Fir trees grow, where eight people live in teepees, cabins and two main farm houses, with a garden and an orchard nearby. Dick Raymond, as host for this Point meeting, arranged for the folks at the farm to support the meeting with meals cooked in Hassler's and Paula's house while the meeting went on in Gurney's and Chloe's house, under the olive trees.

Board members present were Stewart Brand, Dick Raymond, Huey Johnson, Jerry Mander and Mike Phillips. Joan McIntyre was the Elijah. Gurney Norman sat in as recording secretary.

The meeting began about 10;30 a.m. when Stewart asked Joan to report on her activities as a Point agent. (Point had previously granted Joan some money and loaned her some other money to carry out Project Jonah, a save-the-whales campaign). Joan said the first thing she did upon receiving the money was go crazy. The thing that drove her crazy was trying to figure out how to spend money on an infinity of possibilities. She was confronted with questions like: how do I really view money? and, what is the nature of my social responsibilities? Especially since there was "not enough money to make a mistake with," Joan experienced true psychic distress.

"Did the money make you feel different about your project?" Stewart asked.

Joan thought about that a minute. Then she said that when her crazy period passed, she went ahead and did what she had already intended to do before she got the money.

Stewart announced a hypothesis: "When we give money to people without a project, we paralyze them. If they already have a project, they go on. Money is not a creativity-producer."

"Money feels good to people who are clear about their own goals and want to be doing," ~~Dick~~ thought. (see attached note).

man, feels good to people who are clear about their own goals and want to be doing

Huey
Mike

Jerry
Stewart

Dick

Continuing, Joan said she was tempted at one point to write a book on her Project Jonah ~~xxxfax~~ experience so far (which experience included an expedition to Scanlon's Lagoon in Mexico; organizing in Stockholm during the U.N. Conference where she sought to ~~make~~ "make whales the symbol of the conference;" visits with fisheries agencies on Malta and in Naples; attendance at the ~~International Whaling~~ Comm. in London; hiking in the Alps for two days) but she decided against a book and has plunged into political action on behalf of whales, namely an intensive effort to organize a boycott of products made by arch-whale ~~[illegible]~~ killers, the Japanese. ~~Jxxxxx~~ Project Jonah now operates from an office in San Francisco, with Dianna Shugart as a paid helper.

Huey Johnson asked the Board to clarify the kind of financial support Point has given to Joan's campaign. Jerry Mander (having arrived late but exceedingly refreshed from a two-mile hike out Last Chance Road, before being rescued by Hassler) said it was a $20,000 loan that he had requested on Joan's behalf. Huey asked what the board's policy was on loans. There followed a general rap about the whole thing of loaning money. What are our governing proceedures? Huey wanted to know. And after the rap had circled a few more times, without discernible conclusion, Huey said, "I think loans are disasters."

Jerry's Report

Stewart asked Jerry to report on his activities as a Board member since Point's last meeting. Jerry said he had discovered two sides to himself as a Point agent: A. his "main side," in which he finds himself "behaving in some way other than usual. It's a personal trip," he said. "An exploration into myself." B. But Jerry also found himself behaving with responsibility for the world. He said he has sought out people, ideas and things to do, but he also functioned passively, seeing all people who sought his advice, being generally available to people who needed his help. He said he had had hundreds of raps with people, "but none of it seemed like work."

"Was your advice to people good?" asked Stewart.

"Yeah, I think it was good," said Jerry. "If they came back for more, I knew it was good."

Jerry said he had spent a lot of time on Public service media, and with Joan on ~~xxx~~ Project Jonah. He said he spent some money on himself in the form of expenses as he went about doing good, "but I spent it conscious of myself, and Point."

"That's about the money," said Stewart. "What about the role?"

"I feel like I've changed my life totally this year," Jerry replied. "Whether that will add up to more buildings stopped, I doubt it. I found out it's a lot easier to talk about not doing than to not do. I've found myself givingup expectations of myself as a male in the world." Jerry added that all of this is useful to the world only if he communicates it. "I don't want to do ads anymore," he said. "I've got an idea for a children's book."

Jerry reported that he gave $1,500 to the Marijuana Education Fund, and that he gave some bread to Esalen to save their children's school there, and ~~xx~~ $1,000 to build ~~xxxxxxxxxxx~~ a staff (or "union") room at Esalen.

"I consider all the Esalen money was just wasted," he said.

~~xThexindependencexofxPoinxdirectorsx~~
The Esalen thing was generally a wash-out. The school was not saved, and the idea of an employee room freaked out the Esalen officialies, which, Jerry indicated, ~~xxx~~ offered a measure of gratification.

"The independence of Point directors starts to save us from each other's mistakes," Stewart said. Chortling. ~~xOnexofxthexthingsxaboutx~~
Stewart also said, "One of the things about our discretionary fund is that there is no lag response. We just say, here's the money."

Jerry reported he gave money to the Good Works Collective in San Francisco, among whose projects is a group of Army wives investigating child abuse on military posts. He gave some money to Earthlight Publications, which puts out an environmental newsletter for elementary school systems. He also gave money to Herb Kutchins who is doing research into police killings in the Bay area, ~~and~~ When he told about the threats and general harrassment that Herb Kutchins is getting in response to his investigation, Joan said: "When ever you start to move potently in the world, you involve reaction. The stronger you move, the stronger the reaction, until you may wind up catalyzing somebody's murder."

Huey's Report

(Huey's report came fast and with great intensity, and the secretary had trouble keeping up with the facts as he delivered them. Fortunately, the factual part of

around, and so the simple thing to do is append that letter to the minutes, and plunge on into Huey's soul).

Huey said that as a Point Board member, "I have developed experiences, and confidence to move into vacuums." He said that he could see real change occurring as a result of his action, "although the idea of giving money away still bothers me more than raising it." His role as a Point agent has changed him personally, he said. "Fifteen thousand dollars is freedom!" The vacation he took as a Point guy was great. Of the Stockholm Conference, he said, "I think it was one of the most important meetings of people in human history. I realized that we're going to survive."

When Jerry asked, "If Proposition 14 passes, will you still have that opinion?" Huey replied, "I think we're in the middle of a fantastic revolution."

Huey said he has been agenting at a frightening pace, but that he is trying to learn to discipline himself with time. He then went on to describe some things he has been into, and thinking about:

A. Getting an article in Saturday Review exposing the planned power-generating complex in Montana reputed to be "25 times larger than Four Corners." His friend and cohort Bill Bryan is in Montana developing a model of new Judo-Guerrilla eco-tactics.

B. England's policy of placing land in a National Trust, as a possible model for use in this country.

C. Suggesting to Internal Revenue Sservice that the U.S. study England's system of death taxes as they apply to lands and estates of deceased people.

D. Tourism and environment: encouraging the tourist industry, businesses such as airlines and tourist cities like Acapulco, to promote ecology in their own best interests. Perhaps cities like Acapulco could be given recognition and awards for stopping shitting in the ocean.

Referring to Huey's rap about Judo-Guerrilla tactics as a means of people-power, Dick Raymond asked how that stuff affected the democratic process? Does democracy work anymore? There was some rap about this idea, but not much. Let's talk about that later, someone said.

Mike Phillips' Report

"Disregard the letter I sent out," Mike said. A nine-page report of methodology, "better off lost in the mail." More important is Mike's list of his expenditures for Point, to wit: (See attached letter).

~~The Creative People List~~

"Two-thirds of my time is now consumed by Point," Mike said. "I'm beginning to see the connection in the things I'm doing. I've learned two things in particular: that I'm totally uncomfortable in the philanthropist role; and I'm especially uncomfortable with hands-off philanthropy."

"What's hands-off philanthropy?" Stewart wanted to know.

"I can't give money to people who aren't in my peer group," said Mike. He recounted a horror-story about giving some Glide money to some black ex-cons who went to Sears and bought rifles, and who even now drive around in, and refuse to surrender, a car Glide rented.

"I've decided I have responsibility only to my peers," said Mike. "To change my peers' attitudes."

Mike has sex, religion and corporate responsibility on his mind. "A massive religious awakening is inevitable," he said. And, "My interest in sex is from the belief that change in culture comes from new points of view about sex." He cited the revolutionary impact of Freud as an example.

"Why do we want to know why people fuck each other?" Jerry wanted to know.

"What we want to know is why two people come together," Mike replied.

Jerry said he'd been reading Engles, and that Engles said that at some point, men took sex over.

Mike said he spent $800 setting up the Corporate Gorilla Conference, and that it was "very elegant."

He said his Creative People List had 2,200 names on it at last count, and that he was getting 20 letters a day about the thing. "Some of the people on the list want to get together." A new form of network? Perhaps evolving into new structures?

"I worry about that list," Jerry worried. "How influenced by the media was it?"

"What do you mean?"

"How many real unknowns were there on the list?"

"They're mostly unknown people," Mike said.

Joan wanted to talk about what Mike had said about being unable to give money to anybody outside his peer group. If that is true of everybody on the Board, then there is a real need to diversify the membership, she said. Stewart said they'd get into board structure later on.

LUNCH & FOOTBALL

Stupendous sandwiches by the Kitchen Crew. Then it was the Bad Guys (Dick, Stewart, Mike) against the Good Guys (Joan, Huey, Gurney) in an awesome test of defensive strength, since nobody could do a goddamn thing offensively. The game raged up and down the field, with neither team able to score in spite of the addition of late-arriving Larry ~~Kline~~ Klein to the Good Guys, and Jerry, back from his walk, to the Bad Guys. The Bad Guys finally won on the last play of the game when Stewart tagged Gurney in his end zone for a safety.

Larry ~~Kline~~ Klein's Report

At Stewart's request, Larry rand down the dispute between Point and Random House, in which Random House withheld a bunch of money from the third quarterly payment to Point, claiming a retroactive publisher's cost that Point thought they had no right to. Larry and Random's lawyers reached a compromise agreement, but the decision now is: does Point want to audit Random House's books? The Board seemed to want to, for, as Jerry said, "Publishers steal." The Board asked Larry to get information about conducting an audit from Don Gerrard.

For the sake of the California State Franchise Tax Board, Larry asked Point to ammend its articles of incorporation to include the statement, "Our property is committed to charitible purposes." There was a motion and and a second for the ammendment, and it was thus resolved.

Stewart Brand's Report

"It looks like Point and the Zen Center are in for a long, good friendship," Stewart remarked in announcing that he gave $3,000 to the Zen Center Work Company.

He also reported granting $4,000 to J.D. Smith for J.D.'s traveling repairshop cruise about the country.

An individual grant to Stella Leach of $1,500 was stopped because, as Stewart said, "Stella was a mistake."

But Charles Watson aint! He's doing true heroics, awakening the public to its stake in public lands, hassling and exposing the Bureau of Land Management.

Stew gave money to Bill Getz, to help him conduct his survey of emergency help facilities in communities across the country.

Then Stewart launched a discussion of "demand for justification" when he said "I think it was inappropriate to demand justification" of how Stephanie Mills spent Point money on her salon in Stockholm. Stewart and Huey rapped about justification a while, boiling it down to: does demand for justification help or hinder the agent?

Joan said, "Justification is a way for a person who is making the grant to cover himself."

Huey, Dick and Mike disagreed, one of them saying, "There are too many people who have good ideas who are at the end of their rope,"

Stewart said that rap could wait, and went on with his report.

He said he gave money to Life Forum and Project Jonah. He gave time to being on call for advice, being in the Point office, and vacationing in Nova Scotia. He said he and Lois had separated.

And then, there it was again: Stockholm. Stewart said these things:

"I got pretty burned out in Stockholm."

"I was the target for a lot of organized animosity from the Swedish left."

"Fifteen Indians stole every stage in town."

"I brought leftover 60's thinking and a lot of uninformed expectations of Europe."

"There was a lot of frustration and pain and blame going around Stockholm."

"I think we got a good performance but it was either in the wrong movie, or bad casting."

"What did you think about Life Forum, Jerry?"

And Jerry said:

"Yecchhhhh."

Dick Raymond's Report

Dick said he had been moping a lot, and that it had been fruitful. He's been thinking about money, wondering what it is. Fred Moore is one of Dick's agents. Dianna Shugart was too, till she gave her grant money back, and resigned as Point secretary.

There was some talk about agents and agenting at this point. Dick said Bill English is resigning from Point. There was talk about Janet Flagle.

Stewart said, "From our point of view, there are no bad agents, there are only bad grants. ... When I make a grant, I would like it to be one I can be proud of in front of this group."

Joan encouraged the Point Board to criticize each other's individual agent-selections.

General Appraisal

Stewart started the appraisal by being heavy on the agent concept. "I don't think it's been useful," he said. "Peripheral intelligence is not so hot."

"What's the purpose of Point?" Joan asked.

"Today we've collected vibes from everybody," said Jerry. "Nobody seems satisfied with the whole trip. It's functioning okay, but there's this funny discomfort. I feel strongly that we're all similar people : none of us are any good at giving money away."

"What Jerry is saying," said Mike, "is that the overall feeling is, that the expectation is greater than the effect. I think that's the basis to answer Joan's question."

"We've got a negative goal," said Stewart. "To avoid being like other foundations."

"What's the expectation of Point's work?" Joan asked.

"Excitement!" Huey exclaimed. "Satisfaction! An extension of our energy...if the agent concept has failed,

it's because we haven't led, haven't inspired."

"I think it's time Point graduated to its next level," said Dick.

"Right," said Jerry. "We need a new way to operate. We're locked into a general paradigm."

Stewart asked what the other foundations think about Point. Dick and Mike said that a lot of foundations are aware of Point, that they are watching it.

Huey and Jerry got into a two-way talk then about whether or not Point was in good shape, doing anything really worthwhile. Huey was convinced that Point is doing fine, and he encouraged Jerry to not be depressed about it. "I think the Good Works Collective is a really good idea," Huey said.

"I think Point ought to open up its process more," said Joan. "It needs more diversity. Every race, color, creed ought to be represented on the board."

Jerry said he was for expanding the Board by fifty per cent and making them all women.

Someone asked the Board if the members would like to work more closely with other members.

Stewart: No.

Dick. Yes. "Linkage."

Huey: No. "If feels about right to me."

Jerry: "It feels about right."

Mike: Well.

Joan took the floor for a few minutes then to rap about herself as a spokesman for the animals, and about her ideal for people to live "in basic relationship to nature.

"Manipulation is the problem," said Jerry. "There's an ethical paradox in the goal that only the good, talented people should run the world. It's not who has the power...

"Let's talk about resentment," said Stewart. "I resent being treated like the U.S. Government, who should represent everybody...The fallacy in the free money business is that we're seen as the keepers of the people's money...That's a crippling notion to operate with." Stewart said he resists the idea that what Point does respresents anything. "I think we should be very quirky, very fractional in our makeup," he said. "The public helps fuck up foundations."

"I sure do get a lot of pressure from my friends," said Mike.

I'm more interested in being an inventor than a power-holder," said Stewart. "Softwar!"

The rap shifted to the subject of Stewart's impending departure from Point. Stewart is into a life-change, he said, and he doesn't feel like he's that good a director anymore. He wants to get on past the Catalog, and he would like to see the Point board move in the direction of self-enhancement."

New Ideas

"The discretionary fund fragments us and takes us away from the one-shit theory," someone said, and what Joan wanted to know was how come these Point guys never talk about a million dollars, never mention it as the actual sum they have to spend.

Hem. Haw.

Then there was Larry saying, "Starting with money is ass-backwards. You have to begin with projects."

"Free money is freak money," said Dick. "Money has to be put back into the system it is from, in a way that improves that system." Dick also said, "I think it's important to go down the hill in the same gear yo went up in."

The New Ideas session broke off there for supper.

Supper

Turkey, yams, all the trimmings.

Evening Session

Stewart opened by posing two questions: 1. what does Point do with the current season? 2. what is our policy on board-member succession?

But Joan wasn't going to let him get away with that stick-to-the-agenda shit. Right there sat Gurney, utterly unscheduled, and she asked him to say some stuff about himself and that Appalachia place he always manages to work into all conversation within his hearing. So he held forth for ten minutes about his old homeplace, said it was a mountain region long as California, had twenty million people in it, had an intact folk culture

in spite of nearly a century of exploitation and colonization by coal, steel and lumber industries.

Now, Stewart, you were saying?

Should Point keep the three-year kickout of board members policy?

Yes.

As a general guideline, do we feel like working hard in the fall, winter and spring, and taking summers off?

Yes.

Should Point repeat last year's money pattern?

Stewart said, "It will repeat unless we change it." He went on to recommend that Point let the money-pattern begin in the fall, start a new cycle on a chosen date, with no money accrural in the individual accounts. There was general agreement to this, so Stew moved that the chosen date be November 1, with each Board member beginning with a new account of $5,000 for the year, and no accrural from the previous year. Huey seconded, the motion passed. (Secretary's note: Larry, you may want to draft that motion formally).

Stewart then moved that each board member be left free to choose to employ agents, or not, at his own discretion. This was not formally seconded and passed, but it seemed to be accepted as a working agreement.

It was ten p.m. by now, late in the game and the players were weary with fatigue. On behalf of the Concretists, Stewart gamely tried one more off-tackle shot ("There are two areas of policy, internal and external") but Joan blitzed ("There is no free money. Money is surplus energy") and Stewart was forced to punt, a magnificent kick that carried the agenda end over end to the Abstractionists twelve yard line. Mike might have made a short runback, but he opted for a fair catch ("We all got emotionally comfortable with money-weight last year").

"Was it comfort?" asked Stewart. "Or familiar, and slightly skillful?"

AND THE EVERYBODY WENT TO BED.

AND THE WAITRON GOT UP.

BREAKFAST!

Morning Session: Second Day

"Gee folks."

That was Stewart's response to a lot of groovy flattering stuff everybody said about wanting him to reconsider leaving Point. Jerry said Stewart said his sense of timing in leaving was related to finding a replacement. And that opened up the whole subject of succession.

Stewart said he thought the President of the Board definitely ought to live in the Bay Area. And maybe all the members should live in the area. What did everybody think?

"A replacement ought to be a kindred soul," said Huey. "And approved by unanimous ballott."

"Maybe we should let the individual name his own replacement," said Stewart.

"The replacement process is vital for the life of the organization," said Mike.

"We definitely ought to open the process up," said Dick.

And what about firing? "Does the board have the power to fire any of its members?"

Discussion of this question led to agreement that if there is unamimous disapproval of a board member by all the other members, then he is kicked out by some means or other. Dick suggested the Board ammend its retirement rule and add that a vote of six or seven members be sufficient to fire a fellow member.

But Jerry was against that. "I'm against that," he said.

Stewart said, "I'ts a goat-manufacturing machine. Beware of any organization without the ability to fire."

"Well," said Mike. "I don't think very fast. But I do know that the replacement process is one of utmost importance. What we're hoping for is that Point will have vitality for ten good years."

The issue was finally tabled, but not before someone in the wings called out: "hiring and firing are a related process!"

Dick wanted to say something about his Godfather idea. He didn't elaborate on it, just said it was something he was thinking about as he thought of ways in general to bring "potency to Point." He mentioned Dick Baker and Huey Johnson as peoplein a Godfather role, surrounded by activist agents to whom they give help, advice and inspiration.

It was determined that Jerry would be host for the next Point meeting, on November 9.

The meeting was into its last two hours by now, and Stewart asked Joan to say something about the experience she'd just had as Point's Elijah.

"It's been instructive and interesting to me," she said. "But I'm not sure if I have been, for the board...The Elijah gives the Board the illusion that it is listening to more voices than it actually does." Joan began to cry then, and it took her a moment to control her voice again. "I feel the same anger here in this room that I felt in London," she said. "You're just the male-aggressive world that will not listen to other voices. It becomes very aggressive and very ugly."

Stewart said to Joan, "Just because you got some resistance doesn't mean you weren't heard."

There was a lot of silence in through here, Dick said, "All of our decisions are made in the way we do business," and Jerry said, "Other sensibilities would make decisions in other ways."

Huey and Jerry got into an extended two-way dialogue. It was happening too fast to get any accurate notes, but the burden of their debate centered around the question: what is the ultimate function of this group?

Is it a tool?

Or is it an organism?

"I believe there are at large in the world thousands of ways to achieve change," said Jerry.

"Point is in a specialized business," Stewart said. "We look for strange marriages that will connect, rather than batter."

"I'd like to learn the hard side," Joan said. "But I have ways that you could learn, too."

The meeting was ending. Huey had to split. People were standing up, about to go outside to walk in the rain. Gurney called out a general invitation to all Point people to come back to the farm sometime, and have a ceremony in the meadow.

#

NT Board of Directors Meeting March 15, 1972 Woodside, Ca.

sent:

k Baker, Elijah	Jerry Mander
s Brand	Mike Phillips ✓
wart Brand	Dick Raymond
l. English	Diana Shugart
y Johnson	Tom Silk
ry Klein	

meeting was held in Stewart & Lois's tipi in Woodside, and began with informal discussion about possible agenda items. Stewart asked for orts from all Board members on their agents and their discretionary dls:

k: Hasn't heard from Fred Moore recently. Has given $3000 to Life m, and feels good about it, feels good about having discretionary funds work with, but not about dealing with proposals.

ma: Reports briefly on self as an agent. Hasn't started yet, plans travel, then do some sort of women's publishing venture.

e: Everyone's seen Alice's report. I need advice on whether or not to some discretionary funds for Turtle Island project.

l: Will be passing out a report from Janet F. Has a new agent, Ted ton, who's a physicist. He believes that quantum mechanics is inadequate explain the universe, and is finding new approaches; he also sees space/ e relationships as an abstraction of reality. Has committed funds only Stockholm so far, and isn't comfortable with saying "no" yet.

y: Jim Morgan is hitting very hard as an agent - his reports are being tributed to everyone. He wants to expand his program to include Montana Wyoming, as well as Idaho, and maybe include other activists too.

g Archibald, a new agent is just getting started on a new, exciting gram. On myself as an agent, I've been assisting Stewart & Dick on the ckholm project, and have used some of the agent grant. I'm worried ut Point being attacked, and especially about legal protection for Jim's

position as an activist. I've used, out of discretionary funds, $1000 delve into the background of one organization, and $2500 to help unify ghetto art and ecology program. Made one mistake - I gave a young lad money to go to Stockholm (Melissa Savage).

Stewart: It's only "bad" because of the money already committed to Li ~~Form~~ Form for such expenses, and inadequate "Through channels" procedure. There was a brief discussion on legal procedures for relegating discre funds. Larry said that the Board is legally responsible for decisions by Directors, but that reports back to the Board are mainly what's nee There was a general agreement that everyone likes to know what everyon is up to anyway. Back to reports:

Stewart: Bill Goetz is displaying a lot of (too much) ardor (Webster: "1. emotio warmth; passion; eagerness; enthusiasm; zeal."). He's still working his Bufano project, plans to start his trip in June. I haven't appoin a second agent, because I'm feeling cautious. Gave $3000 to the Zen Carpenters (Lois said, "It's the best feeling check I've written"); wil some to Stockholm, especially to see that the Hog Farm gets over ther $4000 to J.D. Smith for his tool truck project; $3000 to Stella Leach t help raise money for the Traditional American Indians - a mistake, as used the money as a political clout. I feel good about the discretiona funds in general, and especially about relating on a one to one basis the other Directors (as opposed to the meeting process), feel ok about no, like the personal involvement with where the money goes.

Jerry: Likes having the discretionary funds, no actual committments though some promises, am interested in using all the $40,000 for non- grants. Possible uses so far for discretionary funds are 1. The Mari Educational Fund, 2.First People's New Program in S.F., 3. partial s of 1st phase of a mammoth research project on violence by and to polic

definitely $5-10,000 to San Francisco Women's Center, 5. three Esalen-
ated projects -a. $1,000 (definitely) to the staff at Esalen to encourage
in-house revolution, b. $1,000 to the Esalen school, c. $5,000 to the
apsychology project, as per their revised proposal. Would like help
m the other directors for a total of $14,000. 6. 3 or 4 ads in the
Times, through the Public Interest Communications Agency. The projected
would be one on the consciousness of whales, involving a coalition of
ses, such as Esalen, Friends of the Earth, etc. One having to do with
arating ourselves from other living things, such as in the use of
stic grass. One male drop-out ad. One no-growth economics ad, maybe
y serious. Agent Joan McIntyre has had her life changed by receiving the
nt, and is getting started on whale project - she views dolphins as the
ple of the sea, and whales as the deities. She's trying to get foundation
ey now.

wart: Wants reactions to Jerry's request to use the whole 40 thou as
cretionary funds.

l.: Sometimes it's a fine line between projects and agents.

e: Is still thinking.

y: Likes agents because of the human dynamics, won't vote against the
a, but would prefer sticking to the 25+15 idea.

k: We need to revise our agent idea, maybe smaller sums, shorter periods
time, maybe a broader concept, but I don't want to entirely give up on
idea yet - we need more time to see how it's going to work out.

ry: Sometimes it's best to give it to a person, sometimes an organization

wart: So far the "ecology agents" are working best, and it's still a
d idea as a faith builder, per Pierre; essentially it's love money,
h can get tricky with friends, perhaps less so if the money goes to
r organization instead. Suppose I wanted to do five agents, rather than

one, with the $15,000?

Mike: Then we'd have to consider it conceptually different from the original agent idea.

Stewart: It could personalize the concept more, and possibly be used to get more out of agents.

Mike: I like it as an experiment.

Jerry: It's also just a further discretionary idea, as is my idea.

Huey: I like the discipline of sticking to the rules we've made, beca there's never enough philanthropy to take care of the world. Lots of trouble has been caused in this world by ~~changing~~ changing course ships in mid-stream.

Jerry: And lots of trouble has been caused by not changing course whe you need to.

Huey: What about our two-shit idea?

Jerry: We've already shat; we're talking about the definition of the

Bill: If we allow for Jerry's idea, it should work both ways - that agent money could be used for projects and vice versa, so that each Director essentially has a discretionary fund of $40,000.

An initial poll of the group yields the following on the idea of each Director being able to consider that he has a $40,000 discretionary fu

Dick: Against it, because of administrative expenses, for one thing, sticking to the original experiment.

Jerry: For it, resents having to take part in Dick's experiment - we should each have our own experiment, and thus a wider variety.

Mike: Against it. Mostly interested in whether or not the Board can

Bill: Ok to let Jerry do it; I want to stick to 25+15 for myself.

Stewart: Against, because the original experiment isn't finished, & can all try to improvise within it.

Dick: Has decided to let Jerry be the one exception; Bill agrees.

ere's some more discussion on the issue, Jerry offers to trade Huey a 5K agent for $15K discretionary funds; Huey says he'll think about it, en changes his mind, and says he'd like to Board to make a decision about . Bill feels it's a mistake to try and handle it as policy, we should st vote on Jerry's idea for him. Stewart thinks it's worth one of us ing it differently, for the sake of experimentation, either through a ard decision or through individual wrangling/swapping; says it's a bit ke Washington telling San Francisco to lay their streets out in a grid - m we give Jerry enough space to go around the hills?

ke: Wrong analogy, in that we don't know that SF is hilly yet.

ewart & Jerry: Yes, we do!

ey: Resents having the group process stopped by this issue.

rry: Feels strongly about maintaining the philosophical position of not nting to be part of an organization that can't stop its processes.

straw vote is taken: Dick, Bill, Stewart, and Jerry are for it; Mike and ey are against it, so it fails to pass since there isn't a consensus.

ewart: Is there a consensus on being able to divide up the $15K agent ney?

eryone agrees yes.

ck: And Jerry is still free to bargain with us.

ere's a long discussion on the Life ~~Form~~ Form (Stockholm) project; see the oposal (either attached or soon to come). We stopped for lunch in the nshine, and Dick Baker, Elijah For a Day, arrives. He's introduced s the meeting begins again, and says that "right survival" is the main ocus of the Zen Center, and that they're interested in what kind of human ing survives. The discussion of Life ~~Form~~ Form continues, with Dick describing e project as a game called "Steal the Cottage Cheese", the idea being keep putting cottage cheese in and keep it going out, at a more or less ual rate, so that you don't get spoiled cottage cheese at the end. (35) ere are two teams, the Goodhearts (spenders), and the Hardtights (spoil-

sports), the latter category including Dick himself, and Huey. Funds an a good budget are needed - Point has $10,000 committed so far.

Stewart: Would like the Board to relate to Life Form with some kind of financial guarantee beyond the $10K .

Dick: The budget should run between $50-100,000, maybe around $85K.

Stewart: If it's over $100K we've made a dreadful mistake! How about an additional $40,000 guarantee from Point, but keep it as somewhat of a secret?

Huey: The original $10K should help you raise the rest.

Stewart: We need the guarantee mostly so we can move ahead without havi to use too much energy to raise money right now.

Huey: If we do it, can we break it down, budget-wise, e.g. $20K to Barr Commoner, or $15K, if he's asking for $30K?

Dick: There are budgetary overlaps between Commoner's program and Life Form, so that would be complicated. The philosophical point is whether not Point wants to consider Stockholm its major project for the year. Does everyone feel good about the project?

Jerry: Feels vague, questions the media impact.

Stewart: Has taken me about 3 weeks to feel better & better about it. feels unique in that I have the feeling that the people working together on this one are going to be working together for years to come - we're i a weird soup together. Also it's a "doing together" rather than a "hang out together" project, a "work party", with a lot of groups converging.

Mike: Doesn't see it as a full year project, and it would change the concept of Point into being almost an "operating foundation" if the Boar takes it on as its own project.

Bill: It's a great idea, and it's urgent to do it now. I'm for the guar

Dick: If it's a committment from the whole Board, maybe Point should support it, rather than the support coming out of discretionary funds.

Stewart: Can we decide on opening up Life Form with the $10,000 out of

retionary funds, with an additional $40,000 to be guaranteed by Point, the hope that it won't be used?

re's a consensus, and it is

-lved: That POINT advance $10,000 to Life Form to begin its program, further agrees to supply and additional $40,000 if emergency demands, e used at the discretion of Dick Raymond. It is further resolved the Board of Directors of POINT believes that the Life Form project the Stockholm Conference will directly benefit the ecology of the ced States of America.

re followed a discussion about legalities, the possibility of self-ling, the IRS, etc. Tom Silk had been invited by Huey to present a ferent and more conservative legal position than Larry's. Tom began saying that since Point isn't yet established as a public charity, s procedures may be risky. Copies of his research and opinions were sed around. He said we need to assume that the Attorney General would ng a suit against Point if he knew what it was doing, and proposed that ent funds" going to Board members be conduited through another anization, specifically, the Regional Young Adults project. Stewart ed if Directors could be considered as staff instead. Larry said that present status of Point in regard to the IRS is a minor concern, and isn't worried about it. He believes that there is a rightful concern ut "self-dealing", but that he felt the organization had wanted to take ks and that he was willing to try to find a way, even a risky one, her than just say "no", we can't do it." Tom feels more cautious because ological organizations are never hit because of their ideologies; they're on small fuck-ups (the chicago gangsters were gotten on tax laws, not minal laws). We should take care of business, so that if they attack they can't get us on technicalities. There was discussion of considering ectors as salaried personnel, rather than agents.

Tom: My main point is that we should consider Point a private foundatic until the IRS says we can be a public charity.

Huey: It's like going to sea without a lifeboat, because we are going t make waves.

Stewart: The other court we're being tried in is that of public opinior the media & the grapevine, and the conduit idea looks worse there than being salaried, or compensated for services.

Jerry: It is compensation - I couldn't be doing this if I weren't getti paid for it.

Tom: The problem is that if each director is also a staff person, it j looks bad. You've got something you need to defend. Maybe we should consider each Director individually.

Yeah, yeah, yeah, says everyone; Larry agrees. So be it.

Storytelling time begins with Dick Baker talking about the Zen Carpente and the Zen Center. They're trying to create an organization that will economically viable, and viable in terms of our society; and their basic premises are that 1. everything is interdependent and 1. everything ch For instance, in the practice of charity, when you give something away, you are giving to yourself. There are enormous tensions, but they are t most creative forces we have. Suzuki Roshi's two principles were that th is always a solution, and that no pettiness was allowed, and the Center still tries to live by these. Buddhist monasteries are the oldest exist institutions, so we look to them for renewal, as models, and as outstan figures. There was a switch back to legal matters, and Dick pointed ou that we obviously need to reverse the Zen maxim, and consider that in g to ourselves, we're giving to others. It's decided to consider Dick, Stewart, and Jerry as staff, Mike and Bill as expenditures for expenses and Huey's grant to be channelled through another foundation.

38

Mike reported on his creativity net. "Whatever mystical force, that tol me to do it, told me I'd done it", so he decided to quit the "Phone" PART. So far 1000 people

contacted, 66 people were named 3 or more times, 22 - 5 or more, and 11-7 or more. They'll all be sent a letter asking what to do with the list of names.

Stewart told about 3 offers he's had to make a Whole Earth Catalog-related film. Marlon Brando, yes. Playboy, no. Maureen Orth, maybe, for 26 half-hour t.v. shows.

Stewart: Any more meetings before the summer?

No response.

Dick: I guess I host the next one in the fall. Perhaps we'll all meet in Stockholm.

The meeting was adjourned, to be followed by saunas and dinner.

Submitted by,

DS

Diana Shugart

Point has officially received it's confermation from the IRS that it's a 501-C-3 has been approved. LB

file. POINT

Board of Directors Meeting
Mill Valley, California
February 6-7, 1972

Present:

Lois Brand
Stewart Brand
Bill English
Roberta English
Huey Johnson
Susie Johnson
Jerry Mander
Pierre Mornell (Elijah)
Mike Phillips
Dick Raymond
Diana Shugart

The meeting opened with Diana Shugart acting as moderator for this session.

Huey: Introduces Elijah, who is Pierre Mornell, a psychiatrist living in Bolinas. He was involved in early efforts to head off the Vietnam war through land manipulation and is currently working on a book on intimacy. He will describe later in the meeting a project idea he is developing.

Diana: Asks for additions to agenda.

Jerry: Wants to add projects to the list.

Dick: Wants time to rap about a book, The Money Givers. The statistics on board members were very negative and the book cited examples of unwise money giving. I propose wiser investing and disposition and focusing on subjects such as dealing with environmental projects, advancing social good or social change rather than what Buckminster Fuller terms 'getting behind technology'. Would like to explore dream projects for POINT, such as things on the scale of Woodstock or Ralph Nader.

Huey: Notes that a bookstore in Mill Valley reports the Catalog is selling like hotcakes. Passes out Jim Morgan's report--Jim stayed here for 1-1/2 weeks and did considerable work improving his slide show presentation. I'm trying to round up some underground support for Jim with a guy in a trout association and another in a cattlemen's association, to work for change from the inside.

Stewart: Bill Goetz has started work on the Bufano Book, have seen some of the material--it looks good. Bill is still planning to do some traveling this summer and I'm putting him in touch with people who are doing the same thing.

Mike: Following links of referrals, asking creative, extraordinary people "Who is the most creative, extraordinary person you know", going to that person, asking the same question, etc. There has been a favorable response and find some names coming up repeatedly. Need use of Watts line to economize on phone calls. Alice Tepper is getting ready to finish her work with CEP and is readying a system for rating corporations for CEP use.

Dick: Fred Moore is working in a disciplined way, reading, organizing his thoughts and contacting monied community radicals. Fred had suggested the board consider a young person, perhaps a child, as an Elijah, and also consider asking agents to suggest other agents. A report on my own work is being typed up, which reflects my everyday process and involvement with a 'mixed bag' of people and organizations.

Jerry: Joan McIntyre is vacationing to recover from money shock and is gathering new energy. Have no plans for myself, but am observing myself as agent, and am keeping a calendar of activities for the past month and find my schedule is still filled with meeting with good people and find that agenting has given me greater energy and feeling of freedom in these activities. Still want to do an ad aimed at men sometime in the future.

Bill: To soon for a report on Janet Flegel.

Huey: Have been studying a doctoral dissertation from University of Michigan, on what makes for agent effectiveness in community organizations or community agents. Still interested in New Mexico Environmental Institute, am lining up people for activist chairs, developing land speculation program (to create capital to give away). Have been using an attorney named Ted Silk for tax counseling and feel past experience shows having a second lawyer's opinion in important legal matters indispensable and suggest POINT tighten dealings by doing same. Recommend Silk be hired to give opinion on our moneygiving from tax standpoint.

There is general discussion on the value of having a second opinion to strenghthen our IRS position and iron out terminology.

Jerry: Propose hiring Silk and get written legal opinion on these questions.

More discussion and comments on individual concerns regarding our vulnerability and desire to have two opinions, even assuming Silk will support Larry Kline's findings. The question of a budget for such work is discussed and Mike is appointed to handle arrangements and fee with Silk.

Diana: Any further "spend now or later" papers? (None offered) Jerry, do you have any changes on your view on spending?

Jerry: Still favor fast spending, but have adopted attitude to spend sensibly but not make money grow. Have no time limit on spending, feel we should spend when there is agreement. Still view 'money as energy'. POINT board should resign at some point and create a new board from present agents.

Huey: From my experience, I must take the opposite view. Money is not energy because of the way this nation views it. It is a symbolic force reaching the hearts of men. There is human progress from people being able to do things, that is what gives hope. I see the Catalog as elegance and money from it is symbolic. We should have more responsibility. Want to avoid future criticism on POINT having just done something for the love of it, we should continue to create capital which is symbolic. Want to experiment with increasing the money (I'm giving away money every year). We would be forced to deal with new ideas, get view from broader plane and allow others to get into that same place. People thinking about good is more important than the money--we should go on as an institute others may grow from.

Jerry: My view of money in the United States is something to get and hold on to, money becomes IT. In fact it is less important than the American view and suggest we do symbolic act of giving it all away to show it is not that serious, unlike other foundations. It's in the spirit of the WEC to do a thing, create energy and split--stopping gave symbolic energy, so be the same about the money.

Dick: We all agree it's third class energy. It puts discipline on us. Still like two shits a year--like investment--use it for ingenuous things. I want to explore greater use of our skills, don't want to be considered frivolous, I'm really not into money disposal yet.

Stewart: I knew better what I was doing by not having stopped the Catalog at the end of the first year. I agree with criticism that stopping is not responsible, think POINT more valuable as ongoing piece of visibility.

Mike: Still like giving away and to not limit giving--go beyond zero (borrow) We do want a way to end it if and when necessary.

Huey: Past board members should be able to kill it by majority.

Stewart: Set turnover rate of money or personnel or projects. Build in a high adaptability course.

Mike: I feel the real issue is the dibilitating effect of money. Like agent concept for now, but am concerned if it will work; or will it prove destructive to agents.

Bill: I don't want to give up now, don't see it as a danger, feel it's important to maintain energy and trust ourselves to know when to quit, not build it in at beginning.

Elijah: Relax on spend now/later issue. I know nothing about money, but find it's a more charged issue than sex in my practice. In preparing for the board meeting I talked to two friends who were involved with foundations and both indicated the most difficult kind of help to get was starter money. I see POINT to be like a Santa Claus who needs ways to find out what is going on and who needs help. Some areas for exploration might be consumerism (no foundation will touch it), education, new communities or model communities and establishment of an agricultural extension. On spend now/later question I feel we should ask ourselves "What is different about it? What is needed? Fund people rather than projects? How evaluate these? (but primarily) "What do we want to know in a year?"

At this point we stopped for dinner and watched CBS 60-minute Report, after which we settled down to further save/spend discussion.

Jerry: I'm aware that 'spend' is not going over by consensus. I'm in agreement with our having a sense of the moment being right or not for continuing, and that there may be a time we will want to stop. Still committed to ending at some time, but want to do whatever necessary to keep it going, but not develop the money or perpetuating it as a fund. Not opposed to other income. Like turnover basis, love idea of revolving institution, like to explore ways to build this in, but am satisfied with present setup.

Dick: I don't want to be encumbered by money, want board to practice making decisions rapidly--we'll never be wise enough, so don't delay giving moeny on that basis.

Stewart: I don't like endless aspect. Learned from the Demise that groups never reach agreement on the future, there is no end to good projects and people become exausted through attrition/exaustion.

There was some discussion on when to meet and when to give more money away. Some preferred using time for agenting rather than functioning as board members. It was agreed not to commit to a schedule and to take time out this summer.

This was followed by discussion of how to select more agents. The policy of "Because you asked, the answer is no" was explored. Most were opposed to that as a policy.

Stewart: I suggest that Eleanor answer requests with the response that "We treat anything that comes in as news--we don't feel obliged to answer. Write to us so we can deal with it readily, but don't count on it."

Comments indicated an attitude of 'we are doing the looking', also that POINT members relate to the public on an individual basis. There was concern that no one be left hanging if they were anticipating funds.

Stewart: To summarize our public position, "Agents are on their own trip. We trust them as people. People who write in are wasting their time." Names of Board members and agents are public, but home phone numbers shouldn't be published. Answer inquiries candidly.

In discussing POINT publications, it was felt that it would be good to have something to hand out, it would be useful to influence other foundations. Elijah's might be asked by their host to submit a paper for publication also, arrangements to be between host and Elijah. It was considered helpful for outsiders to have an understanding of Elijah's.

After a short break the subject of format on proposals and catagories for proposals was brought up. Zomeworks was excluded because it is being considered as an investment. Comments were made on the idea of giving awards to individuals as recognition. It was suggested that any awards given be from individuals and are given as grants for seed money. A number of projects were named for consideration by the board. Investment in Zomeworks was discussed. It was determined Steve Baer is interested only in investments, not in grants. There was some discussion about Steve Baer and the future of solar energy.

Dick: This would be an opportunity to learn about solar energy and though it is being made as an investment, should be regarded as a grant, in that we should not count on getting it back. Stewart should be in touch with Steve's developments.

It was agreed to regard it as a grant, and that, it's an investment. It was considered to be the right kind of longshot.

Huey distributed a description of proposed land development plan and elaborated a little on some aspects of LORAX. The discussion regarding LORAX was concerned primarily with Huey's concern that he not get into a position of self-dealing. He saw LORAX as someday being able to give money to POINT. Funds are needed for starter money. Huey pointed out the difference between Nature Conservency and LORAX is that NC is primarily concerned with the preservation of 'scientific land' and LORAX would be more in the area of social experimentation and would operate with the best features of the Nature Conservency setup. Huey doesn not want a loan.

Dick: I suggest we talk to insurance companies before going any further and ways should be found in which POINT can help LORAX.

Huey: I also will have an informal ruling from the IRS sometime in the next six weeks. I would like to withdraw the proposal at this time and bring it up for consideration later, after we have more legal advice.

Jerry's ESP proposal was discussed next. There was little interest in POINT supporting this as presented, though the subject and implications of this research is of interest to individuals..

Jerry: I find I would rather talk about this in personal reaction terms to the subject, rather than to pushing this particular proposal.

Other approaches for them to get their money are explored and it is discovered they are planning to do a book on the conference and it's felt the publisher's advance on the book should give them the needed starting money. Everyone seems to feel good at having produced an alternative solution out of the group process, that this is as valuable a tool as money.

The meeting ended for the night and Stewart presented a showing of his film WAR GOD.

Diana opens the Monday morning session by pointing out there are three hours in which to cover ten more projects.

Bill: A project that's come to my attention involves work being done by Neill Morris through the National Council of Churches to improve the quality of children's TV and increase the amount of locally originated programs for kids.

There is little response to supporting this and people begin commenting on the heaviness of evaluating these proposals as a group process.

Huey: Proposals should be written out ahead of time and mailed to people so they are familiar with the material by the time they get to the meeting.

Jerry: I agree that it is a painful, slow process. I try to keep a sense of the absurdity in viewing the process and that I would rather go by person instinct. The rationalization trip is a bummer.

Mike: I can't conceive of rational adults wanting to evaluate projects. The agent concept and the agent tie to the board is a powerful tool, but no papers presented seem to be toward a coherent goal.

Jerry: Most things we propose are projections of ourselves and our own interests.

Dick: This process is a trial run, most of us don't want to do this. We should refocus on what we do want. We should also consider a fast, short term way of helping those needing funds within two weeks, for instance.

Jerry: I suggest a discretionary fund of 15-20K for each angent in order to take care of personal visions and be free to function as a group in dealing with bigger things like Stockholm conferences or Huey's land thing.

Stewart: I suggest 25K.

Dick: Each agent should also be entitled to two agents as well as having the 25K fund.

Mike: I'm against this. It is excessive and waste of funds. Don't want it for myself.

Jerry: It's bullshit to try to figure out best projects and other foundations have been trying to do it that way. The process is impossible. I prefer discretionary fund idea because it makes me more serious in personal approach to funding and gives me more freedom to make personal descisions.

Elijah: I find this a relief. We are all operating from different points of view and this is constructive way out of dealing with the group process.

Stewart: It's the most variable producing format possible. Learn from it, and the board should replace itself eventually with people good at giving away money.

Everyone but mike relived and pleased with this new format.

Mike: I see money as needing to be accounted for all the time, as a fantasy to most people, it creates a nightmare for people who have monetary goal inconsistent with their life style. Giving it away creates a power link between you and the recipient.

There is more discussion with everyone trying to encourage Mike to change his view, arguing his reasons are actually good arguments <u>for</u> new format.

Dick: I want to remind you Mike that you said on the way here that playfulness is the only factor you like in the money giving thing, and it seems that this is the setup that allows for that.

Mike: I concede that that is the only appeal of this approach for me.

There some question raised about accounting and capital equipment, etc., but it seemed inappropriate to discuss it at this time without some legal advice. There is still hangup by Mike in achieving a concensus on establishing a discretionary fund and increasing the number of agents for each board member to two.

Stewart: The only way to prevent these hangups is for me as president to reserve the right to force decision making.

After some more discussion, the solution to moving on is to accept, by consensus, a vote of 6-1 for establishing a discretionary fund of 25K for each board member and allowing each board member two agents. This was considered to be an 'operational consensus' which would not hang things up, but allow it to be recorded that Mike was against the change.

Jerry: I would like the minutes of the January meeting to be changed to show an operational consensus with my vote being for adding women and blacks to the board.

Questions came up regarding future and past roles of Elijah's. Should Elijah's be paid to write a paper, should they nominate agents? It was agreed no policy should be made, but that this can be left to each host and his Elijah.

Elijah: You shouldn't give money to an Elijah. It's valuable to have Elijah's act as advocates against what you are doing.

At this point time had run out. Everyone expressed appreciation to Pierre for his excellent and helpful job as Elijah and he was asked to tell us about his project idea.

Elijah: My hope is to establish a retreat somewhere that would serve as a place for people who will someday be in important decision making places, possibly in times of crises and hostility to have an opportunity to meet and get acquainted and explore each others philosopies and views so that when they someday find themselves on opposite sides of bargaining tables they will not be meeting as strangers. I would hope this would have a different affect on their dealings, and consider it most valuable to the future of the world. I plan to finish writing my book on intimacy and it will probably be about a year before I'm ready to put this idea into operation.

The meeting was ended with Stewart offering to host the next meeting, sometime early in March, place to be announced.

Submitted by,

Roberta English

ents Meeting POINT January 20, 1972 San Francisco

esent:

is Brand	Barbara Klein
ewart Brand	Larry Klein
ll English	Joan McIntyre
berta English	Ani Mander
b Flegal	Jerry Mander
met Flegal	Alice Tepper Marlin
ll Goetz	John Marlin
uline Goetz	Fred Moore
y Haverhill	Jim Morgan
ey Johnson	Mike Phillips
san Johnson	Dick Raymond
dy Johnston	Diana Shugart
aron Daniels	Eleanor Watkins

eryone was introduced, and Stewart asked all the agents to say a ttle something about themselves:

rry: Wants to be a "free lance catalyst", doesn't know the specific rms his ideas will take, and wants to gain some new direction for mself during this year.

met: Wants to work on the Stanford Day Care Center, and see it succeed d provide a model so that more and more can succeed.

ll E.: Expertise is in computer technology, has no specific agents plans, t has some feeling toward de-urbanization.

ewart: Will agent for POINT, and whatever else comes up. Up so far s been helping to raise money for Traditional American Indians. Will available to POINT and to the agents.

ll G.: Has been an organizer for blacks and chicanos, and has two specific ans in mind. First he wants to spend a month or so gathering up some Benny Bufano's history, before it gets lost. Then he wants to do some md of short study in the Bay Area on services for penniless travelers, (services, not penniless travelers) which there are few if any. Then he will take his family across the untry, expecting to be stranded, moneyless, and foodless numerous times, d see what will happen. Due to the nature of this project, DON'T TELL YONE WHAT HE'S UP TO.

Joan: Has been working with Friends of the Earth, and now wants to toward establishing a ten year moratorium on whaling, and the killin whales. She'll travel for about six months, then do follow-up on th project. She's already been able to raise more money out of the cal and presence of having the Agent money, and is interested in using t money to get more.

Mike: Comes from being a banker, and the treasurer of Glide. He wa to find unique people, and do/stage/perpetrate symbolic acts which w affect people's thinking. One example is working to help senior cit establish broader networks by giving them $100 worth of free telepho calls every month, for instance.

Jim: Is from a farm in Idaho, and began his current career when he in love with an animal, the Big Horn Sheep. He's spent the last yea getting himself together to save the land in Idaho, and plans a camp to save the wilderness and the wildlife there.

Huey: Has been at Nature Conservancy for 8 years, and he wants to establish a National Land Policy toward the survival of future gener having begun to realize that we may be "tickling the appendix rather than dealing with the corpse of the beast". He wants to realize the activist chair concept, the land speculation concept, and make a pil to Africa.

Fred Moore: Has spent the past 8 years opposing compulsory institut ROTC, the draft, schooling, age discrimination. He's interested in myths control the way society is run, and wants to find new values a promote them while at the same time undermining some of the old myth Even the law could be more oriented towards sharing, giving, caring, opposed to, say, monetary values.

Dick: Is just coming out of a six-month sabbatical of sorts, prior which he was learning how to deal with surprises at Portola Institu This year, he wants to provide a lab for people like Fred, and do so

teresting things in terms of de-urbanization and creating new aditions. Ignore the dinosaurs ("turd pecking"), and proliferate the lb-system.

ice: Sees the dinosaurs as corporations. She's been working with the uncil on Economic Priority, and wants to free herself from some of e daily work there, and use some of the research gathered in a more tivist way. She wants to be a sort of nexus person of information and mmunication, and plans to go to Africa to research the role of banks ere, but will probably put that off for awhile. Is available to her agents, and sees the enforced leisure as a great thing.

ewart: Talks a little about what POINT thinks it's up to. Since the money me in in a different (non-profit) way, we started thinking about tting it back out in a different way. Although POINT is still in the ocess of being defined, we feel we're 1. anti-foundation in the sense wanting to encourage tautness and elegance vs. sloppiness - wanting do good with a minimum of effort. 2. going all out for a certain ount of specifically encouraged leisure, so that high out-putters can ve time to input some. 3. We want to avoid funding projects by nding individuals (PIA, as opposed to CIA), and hope that the idea ll be used by others. The basics of PIA are the money for one year's ork" , and the relationships of sponsor to agent, which are special and dividual relationships, so that a number of things will get tried. me sponsors may want monthly reports, but this should not be seen as y kind of control or monitoring. POINT will also want to say out loud at goes wrong, and will be doing some publishing.

an: What about publicity vs. secrecy?

ewart: We have a feeling to be transparent, but we don't have that much

real information to disperse yet.

Joan: What about using the information of having received the money in the world? Should we keep it quite?

Lois: Tell 'em. It's not a secret.

Stewart: How do the agents feel about visibility? It needs to be ba on the individual.

Some discussion on the difficulties of being flooded by requests.

Dick: Wants to be absolutely tough - anyone asking for money automat doesn't get it.

Stewart: Don't call us, we'll call you. News, yes; appeals, no.

Alice: To what degree do we want a group affiliation? Don't like the idea of a newsletter or regular meetings. After dinner, let's all sh our areas of expertise, so we can know where to go for what.

Fred: Yes, a loose kind of team.

Huey: Is POINT open as a recipient of further funds?

Stewart: So far.

Lois passes out the $15,000 checks to the agents.

Joan: "Oh shit! You people are out of your fucking minds! You don't what this is gonna DO to a human psyche!"

And so forth.

Larry: Explains the legal trip. POINT is a non-profit, tax-exempt organization, and part of the price for that is that we can't do cert things. Congress,in its infinite wisdom, isn't interested in what yo do, but it doesn't want you to do certain things that will bug them, t wit: 1. help a candidate for public office. 2. lobby for legislat which is meant in the most literal sense. You are free to try & rais public consciousness on social issues. Letters will be sent to each agent, to this effect, to cover POINT legally.

ewart: But I don't really mean it.

ry: Yes you DO mean it. The money is a "fellowship grant", $3600.00 x free, the rest is taxable as income, less whatever you can call enses.

e: Passes out a list of the things that can be considered as expenses, l says to document your expenses, and give your reasons.

e: Invites everyone to attend the sex course at Glide over the weekend. all go stuff outselves with good food and wine at the Down Under, an stralian restaurant featuring good ole American beef steaks.

erwards, as they say, Jim showed his slides of the Idaho wilderness, lliant and wondrous, and invited everyone to visit there in April.

got about halfway around in having everyone tell about their resourses:

ce: Has an extra room in NY, and knowledge of the research involving porations, and access to sources of information. Also know-how in to get the media interested in what you're doing, and fund-raising.

ewart: Will be publishing something. Keep your eyes open for whatever feel deserves reproduction.

G.
ll: Skips for the moment.

m: Is loggy with lobster and wine - "Our new found riches have gone our heads". Wants to use this influx of energy (the money) as a way getting things in order, and feels that it gives the option of roaching people in a new way - not out of a great need, which could a lot of peripheral good. Is also interested in the psychological ifications of what's going to happen to the agents as people, and wants keep track of that and share it with others, especially in our sense possibility, of future.

wart: Yeah. The main line of our efforts was always blunted early on. side effects were where the gravy was at.

Jim: Wants to relate more on the personal level, more than the technical/resources.

Dick: Wants Joan to tell her own skills.

Joan: Radio producer, a few films, mostly writing now, is interested the illumination of our lives through contact with animals, and in th tie-in between the wilderness and nature "out there" and that "inside."

Fred: Wants loose contact and mutual feedback with the other agents.

Jerry: Is an expert in the media, and will be glad to help anyone ou Wants to stay in touch and be useful, and will probably be attempting single media events of a catalytic nature.

Joan: Ideas especially, should be released and used. It's a good fo of energy.

Mike: Has been involved with money for a long time, and can help fol in thinking about money and the use of it.

Stewart: Are you some kind of a money shrink?

Mike: Yeah. It's worse than being neurotic, not knowing how to dea with money.

Stewart: POINT can be used as a conduit for money, too.

Alice: Be careful about using the word "conduit".

Mike & Dick: It's becoming more acceptable.

A little discussion on how much and what kind of inter-access agents

Lois: If you want anything distributed, send finished copy. Or, wha you send is what they'll get.

Bill G.: Let's reserve this room for Jan. 20, 1973.

Stewart: Gives his gas rap.

Mike: Gives his gas.

Diana Shugart

d of Director Meeting POINT December 12, 1971

Sur, California

ent:

art Brand
Brand
English
rta English
Johnson

Jerry Mander
Mike Phillips
Dick Raymond
Diana Shugart (Elijah Chair)

r baths and dinner, the meeting opened with a discussion of what

nrt to accomplish this round:

= Do we want to accomplish what the Demise party failed to, or

e want to do the same thing Demise did? Our dilemma is whether

n after projects, or methods.

ert: Would like to begin developing an evolutionary process (in

s of our own procedures), and also take some specific steps.

: We should try to summarize our own problem solving abilities

morrow; and try to reach some conclusion concerning priorities on

nets; and define something that we can start to work on.

: Wants to boil out a specific direction, possibly a project,

delineating some basic policies.

art: We need a clear definition of what the Board of Directors

or.

r: We need a pounding out of the questions of how to develop a

rant style, meaning identity, rather than image.

nrt: Do we want to try and make a lot more money, or do we want

elate to specific projects?

= The answer to that will come out of more basic policy decisions.

ed.

he papers which had been submitted were then evaluated on the basis

usefulness and 2) how economically they arrive at that usefulness

rance). Jerry suggested that Diana's paper be included in the

ations, and everyone agreed. Dick's paper was judged to be the best.

Jerry: There was a lot of overlap in the papers; a number of the pap dealt with the issues of individual elegance vs. giving out grants vs group efforts,etc. Do we have the beginning of a feeling for what we about arriving out of these concerns?

Stewart: Would like to publish the papers. Huey's list is especiall helpful, and may become a classic piece of research. Are there peopl with money who would be interested in finding and supporting activist per Huey's paper?

Huey: It's very possible.

Stewart: How willing are we to let people in on our processes? How transparent do we want to be? How far do we want to go in saying "wh when we say "yes" or "no" to people?

Huey: Believes in simple rejections. For instance, the Fleischman Foundation in Nevada meets every day, and the first thing they do is throw out anyone who's been exposed to anything that might prejudice on a request. They operate on a totally closed and cold basis. Simp

Stewart: Has the opposite prejudice, due to the non-educational natur of that kind of procedure.It would be fascinating to revolutionize th foundation business, like the Whole Earth Catalog did the publishing business.

Jerry: It's a question of total honesty and openess vs. total secrec Anything else is bullshit.

Mike: But even if you're honest and open, that still doesn't tell yo how to answer letters asking you for stuff.

Jerry: Has a fantasy of doing a kind of national Demise party, possi an ad: Hey guys, we got a million dollars, and we're waiting for an inspiration.

Dick: There should be some sort of threshold people have to cross to have access to the papers, per Stewart's idea of publishing them. Dic a little fed up along the "pearls before swine" dimension.

S: We'll just put a price on it. We should have at least an annual publication. The first one will be the papers, some other stuff, a comic book-like cover.

Dick: Wants to dig into the content of the papers, and discuss the implications and consequences of some of the ideas. The papers have in common a propensity for individual and small group action, and for doing things with some levity. The most missing thing in the papers was the question "why?". Are we implying that we want to shape other people's behavior according to our own values? It seems like we are.

Stewart: We're essentially each trying to get our own thing off, and trying to get the world to welcome it. Our design problem is to evolve an institution that relates to personal fantasies.

Dick: Are we interested in internal groups, or outside groups? It can be a hard distinction to make, e.g. the "agent" idea.

Mike: The distinction is whether they come to us, or we go to them, i.e. where the interaction originates.

S: We should treat outside information as news, rather than requests, which puts the onus off the institution and onto the individual. We want to make it fun to be a foundation, rather than a pain in the ass.

Huey: What about having people write proposals as a filter, or a hurdle?

Mike: People who can write proposals can't do shit.

Stewart: If I'd had to write a proposal, I never would have done the Catalog.

Jerry: None of our own ideas for projects are particularly fundable, except possibly Huey's.

Stewart: Thing about Bill's proposal is that it will be done anyway. It's a bitchy idea, but in part it just means that POINT probably should just not do what other foundations are doing. Again like the Catalog, which did a lot of "instead ofs". What if we were the first foundation

ever?

Dick & Huey: Aw c'mon, we can't just ignore what we infact do know; if only in terms of what we don't want to do.

Jerry: We're dealing on two levels: there's the fact of the money, then there's the myth or fantasy.

Mike: We could call a conference and have everyone write papers lik did, and then send the participants $50 a week anonymously.

Huey: The exercise of writing the paper is a good one in itself; perha we could use it further. How about giving some money to a millionai There are a lot of dropped-out industrialists; it might be worth fi and favoring them. Or how about an ad in the Wall St. Journal, sayin we'll pay people to drop out and/or rat on their companies? Do we wa to go into the business of attacking ecological ills directly?

Jerry: Just wants men to know that they have the option of dropping that they don't have to stay on the treadmill.

Dick: Wants to encourage people to act autonomously, doesn't want t give money to individuals or to groups, likes the idea of an ad. Bu why is it such a good thing to drop out?

Jerry: Because the whole male acheivment/competition/abstract goals is killing everyone. We need a different way to relate to our days; should be able to just suggest that that's possible.

Dick: If we're into "ethic busting", the question becomes how to do with the least effort, and most effectively? The papers indicate some shared values: Humaneness, honesty, levity, wholistic approaches - h do we implement these?

Mike: There's an interesting contradiction between Jerry's and Huey' approaches. Huey seems to be opting for "working within the system" - he believes that the system contains within it the possiblity for a of change, whereas Jerry seems to be saying that the system itself is at fault.

art: It's a chicken and egg problem; or one of using whichever
e your hand fits.

: Is uncomfortable with these concepts - we live in an evoutionary
ation, we need different tactics, work on different levels, etc.
time for a re-cap: we're after new playing strategies, as a way
reaking down the old ones - we need activists and agents in motion.
n't like the idea of Agency as a limit, but perhaps as part of a
er whole. How about we divide the million up into six shares, and
ybody do their own thing? While we're at it, maybe we better get
to defining our role as Directors.

Before that, can we decide if we want to do some form of Peripheral
lligence Agency?

we do.

: Sees Dick and Stewart in a managerial capacity, Huey and Jerry
so.

Can Directors be agents?

yone says yes.

y: Is very interested in a process-oriented Board, working without
ctures. If it feels good, it works. Most Boards are autocratic and/or
ocratic and/or do nothing. I've never seen a Board that just didn't
to define itself too closely.

: Maybe we should think of it as being six Boards, with each "Board"
ing five guys to help him/it.

eral discussion of directors as agents:

ert: Part of the agent idea is that it involved employment, rather
funding, the latter being such a bitch. The $10,000 + $5,000 is
attempt to reduce hassle by establishing a formula. It also puts a
of responsibility on the agent - he can give the money back, if he
s to.

: If we give, for instance, Stewart $15,000, will he be working at

another job or not?

Everyone agreed that this would be up to the individual agent, and tha the one-year limit would be a sort of "launching" for individuals, so that we're not leaving them in the lurch - i.e. they should have used the year so that they're well established and ready to move on at the of it.

Mike: Is bothered by the concept of a salary, because it implies some sort of obligation.

Stewart: Our only question is what we're going to call it; the agent can do whatever he wants to do with it. We're paying for benefits, but the agents will determine what the benefits are. PIA will be determin something about what resourses they will have.

Midnight, baths, to bed. (shooting stars)

Morning, no coffee, plunge right in.

Dick: Reports that Portola is being pruned back. Whole Earth Truck Store and Big Rock Candy Mountain are being organized as separate companies. Since the nature of POINT will be changing and evolving, Portola can be used as a balance, and it can be left empty until it's clearer what's needed.

Mike: Distributes copies of the Glide Portfolio, and says that the w hat idea is a farce. The only studies done on investment potential s simply that the public's idea of various companies has nothing to do with what's actually going on. Research is very much needed, and POI could possibly be active in filing suits (public service lawsuits) against "bad" companies; in such cases the lawyers do the fighting, a the originator of the suit gets damages. It could be a job for an a in that if we get involved in active pursuit in that area, people cou come to us and ask us to sue in their behalf.

Jerry: It wouldn't even require an agent - just one staff person; a we could stir up trouble, and put philosophical input into companies.

reed by consensus: That the Glide Portfolio by adopted as presented.

ewart: We need some further role definitions.

ck: We may have administrative problems if we try to do a lot of fferent things. How much time do the directors have to devote to INT and/or to agenting?

ewart: Is Point interested in being a short lag responsive organization? eryone agrees yes.

ke: Has time, but wouldn't want the agent money.

ll: Doesn't too much want the agent role right now, but could use the nds to further his project, probably through Xerox.

ey: Has about 10% time, might use the activist idea to "hire energy". oriented in an overall way to "land policy", and would probably stick th Nature Conservancy.

ck: Is at a pretty open point in his life, wouldn't want to take funds t of POINT, might want to do a revenue-producing project.

rry: Doesn't want to do any of his ideas right now.

ll: Agent/Directors can wear the POINT hat or not, depending on the efulness of it.

ewart: Would like it that POINT doesn't have to be too careful; dividual agents can be or not.

ck: Has a strong instinct to do very little as POINT per se.

ama: Would be good to minimize administration as much as possible.

ke: We shouldn't try to identify what POINT is too much - it will entify itself through it's own process.

ewart: Is concerned about not restricting agents, and about POINT's sibility.

59

ll: Sees a scheme whereby POINT operates like a syndicate, with each rson having responsibility for a portfolio of ideas, missions, tasks. mely organized, can meet by phone, in a bar, whatever; in the manner Steve Levy's "club", or the "mother ship" notion. This idea didn't k for Portola because the people involved weren't adults. (autonomous,

competent).

Stewart: Wants our message to the world to be that we're not doing anything right now, and we'll report when we have something to report.

Dick: Another model is that of a law firm.

Jerry: Similar also to Gossage's shade tree model, a system for manage for satellite people, who needed routine support for their projects, plus some contact with similar people, and a sense of community.

Mike: What about Dick's idea of having $2\frac{1}{2}$ million in 7 years?

Stewart: Doesn't want that as a top priority, tho it would be nice. We need to spend some along the way.

There was general discussion about money, agreement that a priority is not to <u>waste</u> money - economy as we go along.

Mike: We're not as interested in the $2\frac{1}{2}$ mil per se as in being able t measure our regenerative powers.

Jerry: But we'd like to be <u>able</u> to just piss it away, if it looks like that's what will do the most good. We want to operate on the basis th that isn't our main consideration.

Stewart: What about the 3 year deadline for Directors?

Everyone likes it. It would be a separate decision if the Board asks anyone back. We'll all be gone by January 75.

Stewart: Wants to institutionalize the meanness.

Agreed by consensus: That all Directors and Staff are required to qui within three years, or else they'll be automatically fired, with the provisinn, that after one year off, there's a ~~n extremely~~ remote possibi of being re-hired.

Stewart: Yay. It means that the individual has to build himself at l as much as the institution, because he's going to lose the institution.

Stewart moves, and it is

60

Agreed by consensus: 1) That next meeting each Board Member be formally considered ~~made on~~ A

2) That each Board member submit names for possible agents at the next

ting, so that we can have up to 12 agents operative by February.

That the agents will be picked from the whole group suggested by the ed as a group.

wart: How about the host for each meeting also chooses who to occupy Elijah chair?

wart: How are we going to vote? Decide things? What's our edure? Majority? Consensus? Unanimity?

a: Is very fond of consensus and suggests that we adopt it. ed by consensus.

: Will send out a proposal on investment policy before the next ing - some action we can take within the portfolio.

art proposes and it is

ed by consensus: That we make an edited transcript of the tape of this ing, and submit it to the Directors before publishing it.

: What shall we call the agents' money? Study grants? Salaries? formal purposes.

art: We can't separate the formality from the reality - we need 's advice and ideas. We also must ask him if we're self-dealing if tors are agents.

s agreed to pay Stewart $250 month, and Lois $200 a month in their ity as administrative staff.

, lunch, home again, home again, jiggity jog.

ted with Levity,

D

Shugart

The next meeting of the Board of Directors of POINT will be hosted by Jerry Mander at Esalen Institute Hot Springs in Big Sur. The meeting will begin about 3:30pm Sunday Dec 12 and finish with lunch on Monday Dec 13. Meals and hot baths for Directors and staff will be paid for by POINT. Jerry suggests we plan to stay overnight in the meeting room.

This meeting is decide on definite first steps for POINT to take, along with general guide lines for its evolution.

Here enclosed are the working papers on Destination by the POINT Directors. Included is an unsolicited but welcome paper by Assistant Secretary Diana Shugart. To open the meeting at Esalen the Board of Directors is asked to be its own Board of Review and pass judgement on the working papers (except Diana's). Each Director will indicate his evaluations on a ballot, 1 point for best paper down to 5 for worst (you don't evaluate your own paper). Low-scorer wins the hundred buck bonus.

Judgement to be based on

Usefulness

and

Elegance (which means economy, not polish)

--SB

eeting of Board of Directors POINT November 18, 1971

resent:

ewart Brand
is Brand
ey Johnson
arry Klein
Jerry Mander
Mike Phillips
Dick Raymond
Diana Shugart

The meeting opened with a sex movie followed by an informal discussion on such diverse opics as what to do about cities, Proposition T, the concept of eadership, our troubled times, communes, and ad hoc religions. verybody had a lot of really fascinating things to say.

Getting down to business, it was

esolved: 1. That the articles of incorporation be amended to include even, rather than five Directors.

2. That the articles of incorporation be amended to make OINT a supporting foundation.

3. That the name be changed from Parnassus to POINT.

4. That POINT will accept the assets of Portola Institute, n the condition that if any tax problems arise, the assets will go ack to Portola.

5. That a checking account and a safekeeping account be et up, and that Dick Raymond, Mike Phillips, Lois Brand, and Stewart rand will be authorized to sign checks.

Don Aitken has resigned from the Board, and Lois Brand will replace es Rosen as Assistant Treasurer.

There was some discussion of what might constitute a tax problem or POINT, and Larry said that the main thing POINT couldn't do was obbying. Stewart felt that there was some likelihood of POINTs etting involved in "pre-legal" activities.

There was some more discussion about possible investment policies. Glide's portfolio was described as representing a sort of "beige hat" philosophy; and Larry suggested that a certain percentage of the money could be invested following Glide's portfolio, and the rest be distributed in treasury bills, a savings account, and a checking account. Mike said he would send copies of Glide's portfolio to the members of the Board, so they could see what was involved. Stewart suggested that POINT follow the Glide plan for six months or so, and see what happens before beginning to play with other possibilities.

The December 2 meeting was cancelled, and the final deadline for the papers was moved up to December 8.

Jerry will host the next meeting on December 13.

The meeting was adjourned.

Respectfully submitted,

Diana Shugart

Diana Shugart
Assistant Secretary

eeting of Board of Directors POINT November 2, 1971

resent:

on Aitken
tewart Brand
ois Brand
ill English
uey Johnson
arry Klein
Jerry Mander
Mike Phillips
Dick Raymond
Les Rosen
Diana Shugart

The meeting opened with a discussion of the legal possibilities or POINT. Larry informally proposed establishing POINT as a supporting foundation", since it doesn't qualify as a public oundation, and since private foundations are taxed so heavily. Under his arrangement, POINT would support Portola Institute, or possibly ome other public foundation, under the following qualifications:

1) The purposes of POINT must be the same as the organization ich it supports.

2) If POINT should go out of business, its assets would revert the supported organization.

3) POINT would not be able to support any other organizations, less their funds were routed through the supported organization. **

4) There would have to be an overlap in management between POINT d the supported organization; for instance, at least one director ould be serving on both Boards.

There was some discussion about the pros and cons of using Portola stitute as the supportee; the pros being mainly the flexibility of s programs, and the cons the backlog of Portola's "dependency rma". It was made clear that "support" in this context does not mean nancial support, but only that POINT'S funds would have to be used the same purposes as Portola's. Stewart and Dick wanted to do e homework on other possibilities for the supportee, and some

thinking about what kind of organization POINT wants to be looking for.

Les reported that POINT will have something around a million dollars to play with by Summer of 72, and Mike presented some inve ment possibilities. Essentially, he suggested that POINT imitate the investment portfolio used by the Glide Foundation, which would guarantee a certain income over a number of years. Discussion inc concern about white hat investing, the possibility of a wild card fund, and the potential power of non-white hat investing. It was agreed that everyone wants to avoid getting into a lot of hassles about how to invest the money, and Huey pointed out the need for checks and balances, and suggested that it was important to keep t decision making and the actual paperwork separated. Dick suggeste that Mike develop a finance committee which would make recommendat to the Board, and which could include both Board members and possi others.

Stewart reported on his homework of the summer, which include death of Mountain Fantasy, due to inherent contradictions between creative use of, and proprietary interest in land.

The next possibility was that of a "Land Meet" next summer, a the lines of Alloy; for which he feels there is a great need, but enthusiasm at this point, so that POINT might support such a proje but probably wouldn't initiate it.

Another idea is to form an "Agency", as an attempt to deal wi the tendency of fat corporations to get sloppy. It would consist a group of agents who would operate as individuals, finding and carrying out their own missions. The agency itself would serve ma as a board of review for the missions, which would be evaluated la

in terms of elegance and usefulness; the aim would be for a minimum of behavior/effort/expense with maximum results. Don pointed out that this wouldn't generate revenue, but Jerry said that it might very well create the kind of ripples that would feed money back into POINT.

The next idea was that of sponsoring a "Softwar Fair" in the Spring, in an attempt to begin building traditions of softwar, whereby some of the satisfactions and uses of war are attained without the killing. The basic idea would be to see where spontaneous play could go toward revising the concept of conflict resolution, and to build up a "table of contents" of softwarfare through the Fair. Stewart reported that the Hog Farm and Earth People's Park have a lot of experience in this area, and that the Hog Farm could play a major role in the Fair. He showed a film of a fund-raising event put on by Earth People's Park, and there was some discussion about possible sites for the Fair.

Stewart then asked each Board member to imagine that they had received a letter offering them a job doing just what they wanted to do, and to tell what the letter would say, who it would be from, what salary would be offered, etc. Everyone did their thing. Dick wanted to conduct a mission with a group of competent colleagues; Jerry wanted to identify where a good change was ready to happen and then trigger it; Huey wanted to establish a national land policy and support "freedom chair" scholarships to encourage committed, informed voices, toward the aim of survival; Mike wanted to be able to identify significant people, especially in the arts, and he wanted the letter to be anonymous so that his responsibility would be to society in general, rather than to an individual; and Stewart wanted to go work with Charles Lindberg in Hawaii on evolutionary cybernetics.

Stewart then asked each board member to write a paper of self-

determined length, for which each will be paid $250, deadline December 10; or $300 if it's done by November 30. A $100 bonus w be paid for the most useful and elegant paper, as judged by the B The general subject is "Destination: Crisis", or What To Do With Power - personal, POINT's, national, planetary, or cosmic.

The next meeting, hosted by Mike Phillips, will be held on November 18. Jerry will host a meeting on December 1, and there be a meeting to review the papers on December 14.

The meeting was adjourned.

** Larry later clarified that it might be possible for POINT to support other organizations, if certain conditions were met.

Respectfully submitted,

Diana Shugart

Diana Shugart

File: Parnassus

Beginning of POINT

Memo to: New Parnassus Directors
From: Richard H. Raymond
RE: Progress Report
Date : July 20, 1971

Although a formal meeting has not been held since June 17 (at the Bright Eagle), various conversations and letters have allowed information to circulate informally among most of us. It may be useful to put some of our thoughts and ideas into writing and see if some patterns are emerging.

Idea one: (Aitken) ---how about enlisting a confederation of university departments and institutional ecology centers, and develop a "pool" of wilderness areas that can be shared by them (like rent-a-wilderness).

Idea two: (H. Johnson) ---how about asking for donated land and creating an inventory of wilderness areas that can be transferred (at a financial gain) to other public-minded buyers.

Idea three: (Brand)--- how about a conference next spring to launch a new institute that will engage in land reporting and trading and probably more.

Idea four: (Raymond)---how about conducting a demonstration program aimed at urban migrants who want to live in a non-urban place, but emphasize non-rural activities and enterprises.

Idea five: (H. Johnson)---how about training some "wilderness raiders" who can do what Nature Conservancy does, and more: focus on real estate law and legal negotiations plus horticulture, geology, etc, and social change.

Idea six: (Brand)---how about restoring a wrecked piece of wilderness.

Memo: New Parnassus Dir
From: Richard H Raymond
RE : Progress Report
Date : July 20 1971

Idea seven: (several)---how about a medium of information exchange to connect land owners with potential land users.

Idea Eight: (H. Johnson)---how about investigating many unusual or new uses of wildland, especially incorporating social experimentation. A 'frinstance is a "catfish commune": a group lives by a lake and raises zillions of catfish (unpolluted) for many markets. (The catfish can be fed on garbage and can survive downhill from livestock pens.).

Other ideas, outside our net---J.D. and Dudley want to do a magazine about Places (like a hippy's National Geographic); Ron Jones has proposed an alternative transit system for a small community, using bikes, and centering on a propane-conversion headquearters for autos; the Lutherans supposedly have a camp-village at the head of Lake Chelan and may want to find a way to use it; and various people have written to Nature Conservancy with interesting proposals which sometimes fall outside the scope of N.C..

News Item: Larry K. Heard from J. Nixon but not the other directors of Parnassus Institute; he says they want us to change the name of Parnassus when we take it over. Nominations for a name will be needed soon. (Sunrise Conservancy, Inc., or American Wilderness Trust, and even perhaps Whole Earth Institute.)

In selecting a name, we might benefit from milling over our most important aims...For example, I would propose we focus at least on:

1. Acquiring and disposing of wildland and selected important or strategic properties--as a fund-generating activity , coupled with ecological and social considerations. (This activity could be a division under Huey Johnson's supervision).

2. Training of Conservancy "Fellows" (or Guerrillas)

3. Information exchanging and disseminating.

4. Investigating and probably conducting (or supporting) demonstration programs involving novel land uses, such as a catfish farm, cooperative ecological study areas, wilderness restoration, etc.

Thus we might choose a holier-than-anybody kind of name to enhance our relationships with land donors and bankers, etc. But, we could still create or support activities with more dazzling titles and missions.

Memo: New Parnassus Directors
From: Richard Raymond
RE: Progress Report
Date: July 20,1971

ALSO: Anybody want to suggest a letterhead design?

Airplane News: Bill English reports that it is general consensus that it doesn't make sense for Parnassus to finish the airplane, so we are negotiating an agreement with the builder to have him finish the plane at his expense and then transfer ownership to him. Parnassus will receive approximately 700 hours flying time and pay the gas and oil expense while flying. The plane should be completed within 12 to 18 months.

Budget Report : We don't have a bank account yet, but should be propared soon to pay for:

	so far	Each month
office rent	$75	$75
Sue Collis (clerical)	$80	$100
PO Box, office supplies,etc	$50	$100
RHR (2-3 hrs/wk so far)	$100	?
Les Rosen (acct'g)	0	$100

In addition to this list, we might want to have some funds available for proposal writing, investigating and planning the Spring Conference, and some land inspection trips.

I would appreciate suggestions about expenses from everone, including Stewart, so that (1) I can report in more detail in the next memo and (2) so that Stewart can review and revise in terms of his expectations.

~~New Phone: our telephone number at 558 Santa Cruz Ave. is 323-6705. If no one answers, try calling me at 325-3323.~~

~~Mail: Either use our PO Box #668 or mail to me at 1115 Merrill St. Menlo Park 94025.~~

Best Wishes,

Richard

Richard H. Raymond

71

File: J

TO: Point Board

DATE: November 30,1971

FROM: Richard H. Raymond

SUBJECT: Destinations Paper

The paper that follows is concerned with the dilemma of doing good institutionally. It is also concerned, implicitly, with strategies -- in fact, strategies for dealing with dilemmas.

My paper is not about high-level dilemmas or high level strategies, but perhaps it should be. At least a higher dilemma should be acknowledged: for me such a dilemma is whether (a) to attempt a series of moves that result in a profound impact on society and history, or (b) to deal more humbly with our mortality and do some things that are fun, perhaps, and clearly manageable. Either choice can be supported, I feel, by serious philosophical judgment.

In face of this higher dilemma, I want to contribute a viewpoint on higher strategies which I have not discussed in my paper but which represents my invisible underpinnings. Namely, we may require a few years of experimentation and some mystical interference to stumble onto a "grand design"; and our next few years could be organized deliberately to capture such surprises while at the same time doing useful, but ungrand work.

My "ungrand" comments are attached, and my hope is that we will raise wise questions in the future about higher, grander aspirations and strategies.

POINT : IN WHAT DIRECTION ?

Doing Good and the Destination Dilemma

The custom of doing good institutionally is very likely an invention of the devil. Perhaps all who set sail on this voyage come to failure ultimately and the final words of those who perish are, I suspect, "To what end?" Is there any goal or activity so noble and pure of purpose that the question "to what end?" can be clearly and comfortably answered?

Once upon a time, I would have confidently described a proper destination to be: assisting others in achieving fantasies of their own choice (but to what end?). Or creating role models that could be imitated by others (but to what end?). How about helping others in understanding how the world works? (to what end?)

Then comes the time to question the question itself: Is there <u>any</u> end that is useful as a criterion for doing good? This dilemma may go unsolved (by me) during my lifetime. But today, November 30, 1971 (my 48th birthday), a solution that I can tentatively accept is that the doing of good may be an "end--less" activity; hence the best good to do is to encourage the kind of experimentation that leads to more experimentation.

If that is the point to start, the subsequent question becomes "What types of experiment-chains should be encouraged?"

And since I have decided that the question "to what end?" is not applicable, my inclination is to be very arbitrary, even whimsical, and propose that any experiment be encouraged that relates to values I personally cherish -- or better, those values cherished by someone I consider wise. Such values (and they are admittedly not "ends") include: caring and sharing, being humanistic, being autonomous, having a sense of the universe's wholeness, searching for understanding, creating hilarity, and (very recently) being aware of karmic differences (psychic pluralism).

After deciding that doing good is best done by supporting "end-less" experiment-chains, another question to be decided is how to select the experimenters. My inclination, again, is to be arbitrary and propose that the best experimenters are those who are already doing it voluntarily, perhaps compulsively. I refer to those who now are at the horizons of society, trying new ways; they are the intellectual-psychic colonists who are first to explore and till new ground. They are, of course, a sub-population; and they may be unpredictable and vulnerable. (In biological terms they are like mutants, sometimes fragile, growing at the outer limits of their natural habitats; others are like edge species living, and often flourishing, in junctional communities.)

Does anyone know what these colonists are experimenting with today? I think they are looking for new or modified

economic systems; they are looking for new ways of learning how the world is put together; some are looking for better ways to operate societally; some are searching for alternatives to cities; some are trying to live more fully on less; a few are experimenting with transcendental meditation; some are attempting new careers, based on intellectual (even psychic) talents; many are seeking ways to save the planet's resource balance; and some are trying to find more adaptable shelters. And more.

Then what do they want or need that they don't have? I strongly suspect their major deficiency is strategies (or traditions, or practices, or rituals, whichever word is most descriptive). They need access to more than tools -- they need better skills and routines for using tools, talents, and resources.

Does this suggest a role for an institutional Do-Gooder?

Perhaps, it is desirable, at this point, to consider how not to do good. Portola Institute is a valuable laboratory of mistakes and failures, from which some pertinent conclusions can be drawn, and I am happy to offer my analysis freely to whoever is seriously concerned with this subject.

The fallacies of major proportions that I have so far identified are these:

1) Create a role model and it will be adopted by others throughout the land. No, it won't, at least voluntarily. There may be, in fact, a greater propensity in the human animal to reject or resist "successful models" than to adopt them, except possibly under conditions of coercion. Role models may stimulate groups to do something of their own which they have wanted to do -- but in their own way.

2) Launch a well-designed project that will cause people to change their beliefs or habits and become participants and supporters. No, crusaders' missions simply don't evoke converts as we think. The process of bending the minds of others is much more intricate than any of us comprehends, in my opinion.

3) Do experimentation and when the bugs are worked out, establish a program that will operate on a continuing basis. No, that's like Christianity; the fallacy is in thinking that the experiment is finished -- it never stops. A precaution is very much in order: "beware of permanence" which is usually a synonym for rigidity or decadence.

4) There are many original ideas and unique activities that merit support. Not so; surprisingly few people carry any kind of fantasy around with them; still fewer have fantasies that can generate support.

5) Ideas that can be persuasively articulated by a well-informed spokesman can be competently administered by that spokesman or by someone hired as an administrator. Watch out--competent administrators are nearly as rare as saints, especially in the field of non-profit work. (Incompetence is most severely felt in the important function of financial control.)

6) The best way to stretch foundation dollars and to broaden the support for proposed projects is to insist on matching funds. Bull shit -- the matching funds never appear, and the project goes limping into the world with half a chassis and no engine.

7) With nice buildings and equipment you tend to symbolize and identify the project. Very deceptive reasoning; you probably identify with an audience you don't really want (you attract identity-seekers rather than contributing participants); also you are soon possessed by the property and not vice versa.

8) Encourage staff participation in decision making and planning and they will then understand the operation as a whole and will act wisely in fulfilling their role within the broader scope. This is a classic half-truth, and unfortunately I'm still groping for the missing half. Probably the idea of participative decision-making is an attractive slogan in search of a solid theory to support it.

9) Saying something well is equivalent to doing something well. By now, we all recognize this immortal fallacy (don't we?) It is so loaded with deception that it is almost elegantly evil. It hides hypocracy, karmic differences, and man's instinct for crap-detection, but still continues to go on un-challenged from one generation to the next (and it deserves a separate paper).

This fallacy list is not complete, but offers some guidance in choosing how not to do good institutionally. Then what are some acceptable approaches?

Two choices, faced by POINT, are prior questions to all that follows. One: will POINT use its resources itself, or support others? Two: will POINT deliberately exhaust its resources in a few years, or try to replenish them indefinitely?

I shall impetuously propose (1) that POINT not undertake programs of its own (except ad-hoc or selected short-term projects), but concentrate on outside groups and individuals; and (2) that POINT not exhaust its treasury, but in fact attempt in the next seven years to increase its funds to at least $2½ million: At the end of 7 years, I assume all the POINT directors will be gone, and a new cycle will begin. And why shouldn't the new board also be burdened with having to deal with a large sum of money !

The approaches I recommend for the POINT board to follow, if those initial two policies are accepted, would include the following:

1) Look for and invite information about independent groups experimenting with activities or projects that involve the kind of values POINT directors cherish, similar to those listed previously (caring and sharing, being humanistic, etc.)

2) Select an agent of POINT (a director, a task force, or an outsider) to work closely with each of those groups that are high on the Board's selection list. The agent's responsibility would be to diagnose the candidate group's situation to determine the most useful resources that would benefit it. and money might be the least essential aid. A scoring system would be used to evaluate how "elegantly" the agent diagnoses his client/situation and executes the assistance program. (Details available, but not included here.)

3) Emphasize assistance and resources beyond money, and beyond the in-house capabilities of POINT. (This concept is related to "Access as Currency", which I have described in some detail in another paper that I am glad to present on a moment's notice.) Examples of Access Currency are:

1. People skilled in financial control
2. Concepts of organization and administration, especially of non-profit activities
3. Legal services

4. Network alliances
5. Staff recruiting
6. Ideas, concepts, technical expertise
7. Funding contacts
8. Public recognition

4) Develop an on-going relationship with the experimental group, involving a close monitoring of programs, personnel performance, financial status, and future plans. The relationship might include evaluation and definite accountability standards.

5) Encourage the exchange of information among the experimenting groups and individuals, paying special attention to the evolution and sharing of routines, skills, traditions, etc.

So to conclude and summarize, I am visualizing POINT as a small and elite (check definition, and think about karma) group acting as selectors, pointers, prodders, and tradition "carriers". As a group, we would assess and refine our own personal values and encourage short term missions and sabbaticals for experiments that never end that deal with those values. In doing this we can evolve our own games to harness our POINT work and can challenge ourselves to enlarge Stewart's initial funds (his tool chest?) into a larger sum before turning it over to our successors.

The Un-End

Richard H. Raymond
November 30, 1971

EXHIBIT A

Example of a POINT-supported Project

Any one of the following projects might be presented to POINT for support. The support could be defined and administered through an "agent" (as suggested by Stewart) or by "empowering a significant person" (as proposed by Mike Phillips) or by establishing an "Activist Chair" (using Huey Johnson's description).

1. A Group for Music Research & Development
2. A Program involving Hypnotism, ESP, and Transcendental Meditation
3. Something for Earth Peoples's Park
4. An Experimental Business Conglomerate
5. A Futuristically-oriented Rural Village Experiment
6. How about an Anti-Gravity Project?!

If a Music Research & Delevopment Group were to be selected and I were its POINT Agent, I can imagine setting up a 2 - 3 year Task Force, consisting of 3 or 4 colleagues (like Pete Sessions, a couple of POINT directors, etc), whose mission would be to encourage street musicians in at least a dozen communities. A synchronized program would be undertaken to develop an Accelerated Music Learning theory (like accelerated foreign language instruction); and methods would be explored for designing new tabulature, keyboards, notation system, learning games, and publications. Advisors

would be used to overcome legal obstacles (especially community regulations); publicity campaigns would be featured; and efforts would be made to associate with groups involved in hypnotism to improve and expand the applications of their techniques to the field of music learning.

Other Access resources I would like to scrounge would include support (including money) from selected industries (several music instrument manufacturers, a publisher, some record companies, etc.), some office and classroom facilities, assistance from several prominent musicians, alliances with a couple of music institutions, and help from several mayors and public officials.

At the end of 2 - 3 years with this Task Force, I would feel good if (1) street musicians were active and supported in several communities along both coasts, (2) if more work were getting underway by a music research and development group, (3) if several schools were offering "Street Music" classes, using techniques suggested by the Task Force, (4) if a hypnotism group were getting more support for its work in the field of music as well as other fields, (5) if several national music publications had carried articles about the Task Force's project, (6) if several companies were selling or developing new music products (royalties to the Task Force, of course), and (7) if I could play at least two instruments with any street band, here or abroad.

The initial investment by POINT would probably involve time (planning, advising, etc.) and some "pre-organizing" funds. The funds (perhaps $1,500 to reach the first go-no-go point, and a total of $7,500 to move to a "launched" condition) would be used primarily to conduct 3 - 4 months of hustling money from major sponsors.

This hypothetical mission would never be other than hypothetical, incidentally, unless there were several highly competent Task Force participants available to work together, with one or several very compelling theories to test, and an overwhelming desire to continue even without POINT.

EXHIBIT B

Expanding the Whole Earth Starter Fund

In several years it is probable that the seven POINT directors could generate several million dollars, if they wish, which might involve each one of us having a quota of $200 - 250 thousand to raise.

Some potential opportunities are as follows:

1. Interest, dividends, and capital gains from the investment portfolio
2. Interest and fees from guaranteeing loans
3. Acquiring collapsing private foundations or other tax-exampt corporations
4. Acquiring companies or profit making activities as gifts
5. Acquiring land or real estate as gifts
6. Sponsoring large scale public money-raising events, distinguished conferences, etc, not only for registration fees, but publication and film rights
7. Sponsoring a major T.V. or film production
8. Institute a public service law suit against some black hat organization.

DESTINATION CRISIS

Paper for the POINT Board of Directors

Submitted December 3, 1971, by Stewart Brand

85

"What is most worth doing now?" is how I interpret the subject of Destination C The contractor for this paper and the target for recommendations is the nascent foundation POINT. Therefore: "What is most worth doing now with POINT's resour namely the founding directors and staff, the cash surplus from WHOLE EARTH CATAL sales, our non-profit foundation status, and, um, the world?"

The destination question also bugs our nation these days, and many an individual (The prospect of planetary projects should be dragged in here too, but so far planetary consciousness is incoherent.)

Renee Dubos says that things always get nervous before a millenium. General pa in the years before 1000 AD was not so different from what we have now as 2000 A approaches. What I wonder is, how were things in, say, 1002? Did people final sigh, look around, and realize that nothing special was going to happen, that t were stuck with this world?

I suspect it was a healthy time, and I expect a taste of it shortly for America who is only now--with Vietnam--waking up from the Victory Dream of World War II We can't save (control) the world, and so we are obliged to notice it.

My hope is that America will become curmudgeonly, as Wendell Berry or Steve Ba are curmudgeons. A nation skeptical, husbanding of resources, bitter defender individual rights, impolite self-critic, with the mad gleam in the eye of the inventor. Slow to laugh, and slow to stop laughing.

In this way, maybe, America can grow larger than its power and teach it to be useful.

8

In the individual a reliable indicator of power larger than the person is good old Tremor of Intent. The poor soul wants to do everything Good and do it Right, and is defeated by overwhelming possibility. He is an easy mark for reformers, for abandonment to the single all-embracing Cause.

Yas, yas.

So much to know, so little time.

So much to do, so little time.

So much breath, so much whine.

To make the connection: "What should I do with $1,000,000?" is not very different from "What should I do with my life?" (If you could deal with only one question, which would you take?) We are blessed/cursed with the leisure, money, and access to try damn near anything we can conceive. Naturally this brings down enormous guilt -- we see everywhere pain that we could buy the healing of. But -- ah, but -- experience shows us that external healing is usually temporary, and external help often hinders, and the false promise of cure is pure ~~curelty~~ cruelty. So, idealists become pragmatists. (Some become cynics and depart from usefulness.)

Most pragmatists in time lose their joy amid the machinations of purpose, and their sense of value amid tangles of partial compromise. They abandon themselves to their projects until eventually there is nobody home.

Projects succeed or fail. Any observer of showbiz must note that fulfilled ambition is occasionally fatal. So is total frustration. What they have in common is the loss of the seeking self. Some projects are no doubt healthier than others -- scientific research better than treasure-hunting maybe. But more central and determining is the conduct of the seeker.

Scanning a quick array of useful current heroes sung and unsung, I notice that the quality they have most in common is integrity. Or, as the Hog Farm mottoes it, "Play Hard But Play Fair." These are the players who seem most capable of transc win/lose while preserving their self and improving the game.

The only real fault I would find with most of the heroes is that they are overworked. Partly this is their own doing (more on leisure in a moment), partly it's simply due to the shortage of heroes. (Heroism is in scary repute these days beca some who stood charismatically tall have been shot down. I believe they asked for it, some of them. They came to rely too completely on audience and visibility, until the vainglory showed and drew a bullet. If you sell your soul to the crowd by and by they'll collect.)

It seems to me that best solution to dead heroes and overworked heroes is not no heroes but more heroes. Spread the load. Spread the consciousness and skills of responsibility. (And, as they told us infantrymen, don't bunch up all the time, you're too tempting a target.)

The genesis and employment of heroes might be feasible. Damn near everyone, in this society anyhow, wants purpose, plot, and at least the possibility of audien People will go along with almost anything that provides these for them, and even scuttle any scheme that denies them their own personal dramatic story.

(I notice that I'm going along with Robert Ardrey's proposition that the three main human drives are for identity, stimulation, and security--in that order. desire to live a story comes under identity.)

88

Raymond favors fostering effective new traditions. In the hero department
ve had for years the tradition of the hero-from-ranks, the Establishment
ng. This was the unlikely but plucky lad or unlikely but crafty old guy who
to the occasion when circumstances and a desperate nation said "You! Handle
And we've had the tradition of the rebel hero who stood firm through the
's insults and bosses' deceits to finally BEAT city hall, and then quietly left
ictory celebration to catch a ride on the evening freight. And sundry others.

the storied heroes I can't recall one who studied up and carefully selected
risis. Yet most of our real-life heroes do precisely this.

urt out the 'agency' scheme early on here, I wonder if we can nurture a demanding
tion for the subtle heroes.

me, please, that POINT sets in motion a, hm, Peripheral Intelligence Agency
, which employs Free Agents, at, say, $10,000/year with $5,000 working budget.
gents are hired for their resourcefulness at doing maximum good with minimum
diture. That's minimum expenditure not only of money but of external influence
rally -- of personal pain, of entangling obligations, of extraneous meddling,
ll the baggage that commonly clutters and defeats good-doing.

gents select their own missions and carry them out in their own way. Besides
ful employment and a modest budget, PIA offers only evaluation and information.
ation, through the full-time Board of Review in the form of comment and
rically pompous awards. Information, about potential missions, nuances of Agent
rique, and whatever else proves useful.

Agents owe the PIA is: to do elegant good (not suave or polished good, but
e good, fuckin austere good), and to report on everything they attempt.

89

Clearly the most significant managerial matter for PIA is deciding who shal Agents. The hiring process might be sophisticated by putting prospective A through a one-month-$1000 trial period. Some persons with independent inco wish to be Agents-without-salary, and they should be provided for. In gene would expect most of the Free Agents to be in their thirties or forties, wi few younger and a few older. Employment should be for one year at a time, only very exceptional Agents retained for a second or third year.

Elitist hiring like this can only be explained by the near impossibility of doing good, and only justified by actual undeniable good done. If PIA does special, then it had better melt back into the pot. (There should be form provision for this.)

A major reason for structuring the Agency this way is to avoid or offset t of most foundations to become wishful and sloppy, tightass in the world an ass internally, and finally detrimental. (Glide Foundation appears to be a warming exception; are there others?) I believe that POINT should avoid t jivey hustle of grantsmanship and simply award no grants. All projects are ternally initiated. A group that asks for help might well get help, but n an agent they get, if he's interested (or if she's interested) and they wa (her).

(No doubt POINT will do some half-assed granting, and no doubt Agents will much time jivey hustling other foundations. All we can do is deplore it, it, and try to keep it human. Who the hell wants a crew of very well fund

I've thought about the proposal of searching out effective do-gooders in t and rewarding them where they stand. What seems to happen then is they sta

ward instead of doing good. I think they're better off left to their local wards. Or, if they and we really want to get together, Free Agent employment uld be a clean way to do it.

re's some speculation on how an Agent might work. Free Agent Pete Bog is onto llar energy conversion. His Agent's report for November might include:

An insulting letter to Steve Baer to egg him on past Harold Hay's clunky insulation barrier apparatus;

A luncheon for Day Charoudi and Don Aitken to see if John Muir Institute could fund Day's solar biosphere research;

A phone call to Nowels' Printing to score free roll-ends for Day's heat-storage soup;

Forwarding a little-known report on the wastage of solar energy in urban environments to columnist Nicholas Von Hoffman;

Four-day visit in Adelaide to encourage Australian contestants to enter MIT's solar energy contest (good chance that Aussie sophistication will humiliate the US engineers and thus stimulate federal support for solar research);

Phone call to George Young at Ballantine Books suggesting he pick up paper-back rights on Direct Use of the Sun's Energy;

Two days with Steve Durkee urging that his next book be a pure celebration of the sun;

Letter arranging for Consumer Reports to test a new commercial solar wat heater and compare its costs with standard equipment;

Two-day visit in Utah dickering with a mining company to get free use of mine shafts for heat storage research;

Three phone calls arranging for an underground video crew to record next spring's Solar Energy Conference;

And, as usual, a critique of research material that Agent Bog used durin month.

(Making up a list like this is heavy motivation; now I want to do all the stu listed, even the fictional items.)

I notice that most of the moves I have the solar Agent make are brokering mov catalyst action between otherwise inert reagents, social bisociation. But th be only one member of a very large set of subtle Agent tactics. Some might i right timing, knowing when a situation is vulnerable to change. All certainl require some clairvoyant (whole-seeing) sense of consequences -- the horeshe that would stop the war, the troubling question for the research. One genera strategy that I wholeheartedly buy from Fuller takes note of the folly of try vainly to remove something when all you have to do is introduce something whi obsolesces it.

(Incidentally, I have no commitment to change as panacea. In fact the real g continuity, which is a kind of stability. The splendid evolutionary paradox that continuity requires constant sensitive readjustment -- not only change precise change.)

ink that POINT, like the CATALOG, should be as transparent as any guppy --
rt fully on all its doings. One, it's nicer; it opens and warms many a channel
rust and communication, and it discourages the entire spectrum of blackmail.
it obliges us formally to notice what we are doing and how badly we are doing
Three, we have a shot at informing and encouraging change-agents far beyond
poor gallery.

st read in a film proposal by Ben Van Meter that "valor, honesty, integrity and
ence formed the basis of Bushido (the code of ethical rules which the samurai
owed)." If the Free Agents could develop and live up to such an ethical code,
ould be POINT's most seductive contribution.

Kesey last night advised me to use the POINT money to buy corn (which is cheap
year) and a ship to carry it directly from here to the hungry and cut through
once all the obstructing bullshit, or at least spotlight it for what it is.
pointed with admiration at the present karmic state of UNICEF's Danny Kaye.
uoted Don Juan's observation that all roads are the same but some roads have
t. Ken noted that the few times he had given ~~prfound~~ profound oracular advice was when
as in a state of wanting nothing from the person asking.

difference between compassion and guilt must be the most important difference
e is in the do-good business. Guilt shrivels, it wants something; compassion
nds far beyond the gift. I don't think we're ready to handle the corn-ship
t. But a year or so of ethical and operational practice on the heart roads
t get us in shape for big league plays like that.

ing heart technique requires a balance of work and leisure, I'm convinced.
ss the Demise Party. ($20,000 surprise giveaway led to no original ideas and

and no decision: $15,000 announced giveaway six months later led to good ideas good decision: people had taken thought.)

In crisis we fall back on simplistic notions and old contingency plans. With comes some return to the whole, some chance to build different perspective, ne contingency ideas, some reservoir of energy to dance with crises instead of ju survive them. Freedom, ~~Reverence~~ reverence, and creativity come together.

Therefore I suggest that whatever form POINT takes, we see to it that all empl get three months of paid vacation a year. Also that nobody can remain contin employed by POINT for longer than three years without taking at least a year o (unpaid) doing something else.

And I think we should fire people, maybe a lot. This can only be useful if th a clear shared sense of what constitues good work. Again, this is to avoid st foundation behavior, which encourages in-house dependents, Peter Principle hea where every position is occupied by a fully ripe incompetent. Firing is a goo more honest than the usual pressuring-out system, and is commonly good experie the firee (cliché but true). The Greeks made ostracism work very well; they' kick out their faltering professionals and hire them back a few years later reinvigorated. No position in POINT should be exempt from swift kick-out acce

I've tried to imagine what characteristics the most effective Free Agents wou and haven't got far with it. I think we'll have to find out.

I have tentatively cataloged some elegance measures for evaluating missions a tactics. A good mission might be:

Regenerative -- effects live on self-sustainingly

Expanding -- cascading benefits, increasing sophistication

Adaptable -- locally in time; exportable

Independent -- not personality-bound or external-support-bound

Stable -- self-correcting

Reality-based -- e.g., in real self-interest of all involved

Locale-fitted -- uses local resources, avoids local hazards, not threateningly ~~threatening by~~ exotic

Self-fitted -- elements are mutually enhancing

Cheap/funky -- satisficing rather than optimizing

Soft -- or, if hard, then fast, or internal

Brilliant -- unobvious solution

Original -- our bit for state-of-the-art

Otherwise unlikely -- If we don't lend a hand it probably won't happen (this eliminates many good ideas, which turn out to be happening anyway)

Successful -- it worked

usly our Board of Review has some work ahead of it devising an explicit and ing set of criteria for judgement. The "success" gradient is not too hard; ating "goodness" will be considerably more tricky.

The way I reviewed the success of the Demise Party Money Thing was by outpu 1) If the game was well-enough wrought that it would go on a long time and hard lessons; 2) If good ideas and a good decision came out; 3) If the fo adopted by others, and 4) If it worked for them; 5) If the form developed life of its own. Demise only reached level one, an interesting failure. F domes occupy level four and threaten to five. LSD is pure five ('goodness' in question).

What POINT will eventually be good at and good for requires foreknowledge o which is exactly impossible. What we may know is where to begin. I suggest use POINT to explore the humanitarian uses of applied laziness, independence humor, and transparency.

'Applied laziness' means that the amount of work doesn't matter. The amoun does. And the quality of effect is mystery aplenty to keep us hungry and f

Stewart Brand

December 3, 197

APPENDIX: Softwar

"t include this in the Destination paper because I still have no really practical
f how to implement it. In 1967 I organized a 'World War IV' event at San
sco State: it had some fascinating surprises, but it bombed. Could be, I've
admit, that the notion of designing war is fundamentally all wet.

be what's lacking is Diana Shugart's and Mike Phillips' sensuality.

SOFTWAR

Mankind must love war, it makes so much of it.

That understanding precedes any hope of solving our current war problems, whic twofold.

For one thing our sanctimonious denial of affection for conflict obliges us to hypocritically and self-blinded into the very cauldron. We're like Victorians sex on the subject, which led and leads straight to the whip.

For the second thing, our battles have famously outgrown our battlefield. The world's too fragile for another World War with current weapons and rules. Bo

I would propose to lighten the situation with no more than what children spont do with their energy: play rough but only so rough. Children have a feroc sense of fairness to match the often ferocious games they play, which involve deliberate risks, hurts, frights, fights, strategies, victories, defeats, and arcane ritual. And then they go home to supper.

One may protest that kids games don't have issues like wars do. I suggest th pompous issues mostly boil down to territory and rank, which also gets settle child's play.

Worth noting is the adult contribution to the games: "Play outside!" It's a trivial addition, for it insures that there will be a kitchen left to make th to go home to.

I suggest that it's time to turn the fortress inside out, send the conflict

e should indeed offer people an arena, a place where there is excitement, danger, ewards, lessons, conflict, strangers, adventure. Robert Ardrey reminds us that alhoun's famous overcrowded rats sought out the 'behavioral sink' in the middle ems where cannibalism, perversion, gang war, insanity reigned. Lois comments: They went slumming."

hat if social stability is impossible without ample occasion for every one of ur postal employees to rape or be raped? All I would require is that involvement n the arena be voluntary, and so distinct from our present ghetto system. We shall ave arenas anyway, always have always will, and for good reasons. Designing them nly gives us a chance to contain them, reduce permanent injury, be sure that the hout of "Unfair!" can be heard.

If arena-activity permeates the streets and countryside, then security may be found nly in fortresses, islanded in a sea of fighting. If, however, arena activity is regionalized, then there would be islands of fighting in a sea of security. The safe portion of living could wander in a kind of park, with warfare contained behind fortress walls.

(Of course there will always be a certain amount of healthy scorn for conventional arenas, and the scorners will properly find their own spontaneous, deadly, original arenas, which may in turn instruct or replace the conventional.)

What I'm predicting, or promoting, is re-design of current war forms. Cold war showed us some advantages over hot war, and some disadvantages (such as boredom, frustration, routine cheating, and a kind of paralysis). I'd prefer the hard-soft continuum for terminology and suggest that we work on softwar.

For starters, let softwar mean conflict which is regionalized (to prevent in the uninterested), refereed (to permit fairness and the certainty of a win-lo outcome), and cushioned (weaponry regulated for maximum contact and minimum disability). If you don't see much difference between softwar and sports yo getting the point.

Softwar, thus, is a formal arena, which offers the possibility of settling fo differences. Economics, political, social stakes may be set and won. I supp a form of the old fantasy of sending the warring national leaders up the mount fight it out alone, only with softwar we're letting a few more people in on t

King Arthur reportedly got the armored rich people to stop clobbering the una poor people by luring all the armored people together into a high tone clobber club, with chivalry, girls, pennants, and Cecil B. DeMille.

bliography

Robert Ardrey, The Social Contract

T. H. White, The Once and Future King

101

HUEY D. JOHNSON
55 ELM AVENUE
MILL VALLEY, CALIFORNIA 94941

November 29, 1971

Mr. Stewart Brand
President, Point
1115 Merrill Street
Menlo Park, California

Dear Stewart:

My paper topic is that of creating chairs of environmental activism as a way of curing American and world problems.

In addition, I would like to comment on your concept. Point excites me because it emerges as a rational, free spirit from the boiling cauldron of dissent of our era. It is needed to provide direction, not only for survival - a grim reality - but for an emerging life style.

Consequently its most important asset is not its bank balance but its example. Its image will inspire others and I hope this aspect, its image, can be managed for.

My second thought regards money. Society isn't ready for a blank check of unlimited funds. Millions alone aren't enough to cure societies problems. We have seen what happened when that was attempted in Vietnam. An unlimited barrel of dollars corrupted the spirit of that nation and threatens our own.

I think improvement will come by example. That your catalogue was a success is important, because it demonstrates to others that they too can do something meaningful and enjoy doing it.

So maybe that is the point of Point, to educate by example.

Thank you for the opportunity to think out the paper attached.

Sincerely yours,

Huey D. Johnson

HJ:sm

Huey D. Johnson
55 Elm Avenue
Mill Valley, Calif.

ACTIVIST CHAIRS FOR AN ECO-RENAISSANCE

1. Summary of Proposal

I propose that chairs of "environmental activism" be created for skilled individuals, which would free them to implement solutions to environmental problems.

To accomplish this we should view the environmental movement as a new Renaissance, an "Eco-Renaissance."

During the Renaissance, private patronage rescued artists from the limits of institutionalized religion, and allowed them to pursue the ideal of pure art. What is needed now is patronage for environmental activists, which will enable them to create an Eco-Renaissance in both thought and action, and to to use developing techniques to implement ideas.

2. Importance of the Individual Voice

A basic idea behind this proposal is that the tradition of informed dissent by free individuals offers our best hope for change. Historically, individuals like Luther, Galileo and Thoreau have been the most effective agents of change, and not the great, unwieldy institutions. In fact, it might be argued that the environmental crisis, as well as other problems in our society, arises from the bigness of institutions in society, and the resulting displacement of responsibility from individuals.

The examples of Ralph Nader, Charles Lindbergh, David Brower, Thor Heyerdahl and others show that our best hope lies in reawakening the crusading spirit. What is needed is a source of patronage for such free individuals, that will enable them to speak out for the abstract rights of everyone, even the polluter.

A. Special Interests and the Need for the Individual

One difficulty of democracy is that issues increasingly

boil down to a struggle between special interests. I don't speak of them in a negative way. Special interests seem to be an acceptable pragmatic method of running an otherwise impossibly complex system. Agriculture, automobile and conservation interests are examples of interests all working through public education and political action to hold their own.

Ideally, these groups work within a check and balance system. The risk to society in this concept is that one interest will become so strong that it dominates an entire issue, thus threatening the system. If we are to survive, we must look to ways that will keep debate and balance alive and the strong special interests relaxed enough to allow cha within our system. Ultimately only the committed individual can do this.

B. Techniques for Environmental Activism

In selecting activists and programs to be funded, we should favor those implementation techniques which blend a depth of environmental philosophy, disciplined factual research, well-defined goal, and realistic sense of strategy. A traditional flaw of conservationists has been their lack of understanding of the opposition. Too often we have attacked a dam, strip mine, or nuclear plant as an isolated battle, and now years later realize that we should have been questioning the electrical power policy that was behind all three. Further, we have overlooked the fact that special interests are built into the decision-making process, and are the basic source of policy on electric power, for example.

C. Examples of Individual Environmental Activists

Charles Lindbergh is the perfect example of the activist as symbol. His individual skill, courage and integrity carrie him over all odds to Paris, and established the supremacy of the human spirit in an age of technology. These same qualitie have led him to challenge the horrors of unplanned technology today, as a champion of the environment.

Ralph Nader is another obvious example. Like Lindbergh's trip to Paris, his successful fight against General Motors showed that intelligent commitment by an individual remains the ultimate tool for environmental quality. Whether the pollution of the Potomac, traffic jams in Chicago, or smog in Los Angeles, all would have better public understanding if challenged by a capable activist.

Gordon Robinson is less well known, yet his example is more important. Robinson was a corporate executive, who for twenty years managed over 700,000 acres for a huge corporation. He is now the forestry expert for the Sierra Club. Because of his experience within the system, he is devastating as an expert witness in lawsuits against exploiters. Results include a successful suit against the U.S. Forest Service stopping a logging operation in a Colorado primitive area, and a recent suit in which the industry-oriented Forest Practices Act of California was declared unconstitutional.

Robinson's expertise is important because he alone in conservation circles knows the strengths, weaknesses, and especially the needs of the forest products industry. He knows where the special interests are vulnerable, and how they can be prodded into cleaning up their own flaws. There are probably a thousand experts like Gordon Robinson who would leave a frustrating position within the technocracy to assume an activist chair and seek a solution to a particular issue.

We owe the works of Shakespeare and Michelangelo to the English and Florentine noble patrons who paid their bills. We need the same free men, free from fear of economic retaliation, to rise up and challenge the special interests on behalf of the environment.

3. <u>A Structure for Environmental Patronage</u>

The Institute would fund persons who have proven their commitment to action, who have served an apprenticeship and achieved success in their area of expertise. To fund an unproven person, regardless of the quality of his idea, would be to mistakenly assume that ideas implement themselves, which is unfortunately not the case.

Arrangements for support of the activists are flexible. The activist could be funded for life, or only for a period. The selected individual would provide a budget and plan, and maintain some system for reporting to the Institute.

It might be that the Institute would wish to delegate to other organizations the opportunity to select activists. This would ease the selection burden on the central Board.

The Board of the Institute would have responsibility for policy, for selection of individuals to be funded, and for administration. The Board would release position papers and progress reports on activists' endeavors as a means of creating public awareness and support.

Funds to supplement the program would be raised by the Board, with an appeal to environmental "patrons." This is a powerful concept which would give wealthy individuals the chance to underwrite environmentalists, in the same way that wealthy patrons underwrote the individual effort of the great painters, dramatists, poets, scientists, musicians, and even Arctic explorers. The material attached as an Appendix demonstrates examples (found after a few hours of research) that have been the basis of cultural growth.

A great many wealthy Americans worry about the future, and sense the sickness of a consumer-oriented society. Many of them would become environmental patrons if presented with a program and opportunity.

A. Activist Apprenticeships

Another idea would be to fund people who seek experience in the form of apprenticeship under a recognized environmental figure. As apprenticeship during the Renaissance was responsible for an enduring tradition of art, so eco-environmental apprenticeships could create a tradition of activism. For a young activist to learn to implement ideas could provide the balanced leadership necessary for survival.

B. Non-Profit Income: Additional Support

Ideally, funding of the program should be supplemented by a profit-making enterprise, similar to Whole Earth Catalog or the industries which support Synanon. This could have strong positive cultural impact. For example, a great many environmentally concerned youngsters would jump at the chance to work for an organic farming operation to benefit environmental activists. Such a profit-making basis could expand the scope of the program considerably, and ensure it over the long run, particularly demonstrating to participants and outside observers that the system can help cure its own problems.

SUMMARY

The basic thrust of this proposed program is to foster environmental activists with the time and independence to see the issues as they truly are, and to act upon their knowledge. These activists would demonstrate that it is still possible, within our system, to implement ideas, and that our hope for survival lies in the decisive leadership of informed individuals. To encourage these individuals, I propose funding of activist chairs, similar to university chairs.

I have limited my concept to the environment because this issue, emphasizing as it does a common human interest in survival, holds the hope for a renaissance in our styles of life, thought, and politics. If we can achieve a quality environment, reform in other areas will also be given an impetus.

APPENDIX

Research on Patrons and Patronage

"As between helping a
needy creator and having
a mink coat, I'd help
the creator and do with-
out the mink."

- Caresse Crosby

Salvador Dali, Henry Miller	Caresse Crosby	gave them a place to stay	Ladies Bountiful by William G. Rogers
Anatole France	Madame Arman de Caillavet		page 59
Paul Valery	Natalie Barney		pages 79-135
D.H. Lawrence	Lady Ottoline Moore, Mabel Dodge Luhan		
Picasso, Matisse	Ella and Claribel Cone		
James Joyce	Magazine, The Little Review, Sylvia Beach, Harriet Shaw Weaver, Maria Jolas		
William B. Yeats	Annie Horniman	financed the London production of his The Land o' Hearts Desire, also backed the Irish National Theatre, Gaiety Theatre in Manchester	
T.S. Eliot	John Quinn, N.Y. lawyer.	The Waste Land	New York Review of Books
William Shakespeare	Earl of Southampton, Earl of Pembroke, Earl of Montgomery	all of his plays	Encyclopedia Britann

RTIST	PATRON	WORKS DONE UNDER PATRONAGE	SOURCE
Michaelangelo	Lorenzo de' Medici, 1492-1519	Dawn and Dusk sculptures, sculpture of Lorenzo	Columbia Encyclopedia
Botticelli, Ghirlandaio, Filippinolippi, Verrocchio, Michaelangelo	Lorenzo de' Medici, 1449-92 (Il Magnifico)	provided money for their education	"
Raphael	Pope Julius	Vatican Rooms	"
Brunnelleschi, Donatello, Ghiberti, Luca della Robbia	Cosimo de' Medici 1389-1464		"
Galileo	Cosimo de' Medici 1590-1621		"
Michaelangelo	Guiliano de' Medici 1479-1516	sculpture of Guiliano and Day and Night sculptures	"
Over 300 poets maintained at his expense	Ippolito de Medici 1511-35		"
Johannes Kepler	Rudolph II 1552-1612	Imperial mathematician in his court	"
Leonardo da Vinci, Bramante	Ludovico Sforza 1451-1508		"
[illegible]	[illegible]	They also laid the foundation	"

Andrea Sacchi, It. baroque painter, 1599-1661	Cardinal Antonio Barberini, nephew to Urban XII		Patrons and Painters by Francis Haskell pages 54-55
Guido Reni, It. painter and engraver, 1575-1642	Duke of Mantua		
Pietro da Cortona, It. baroque painter, 1596-1669	Fiorentine merchant Marcello Sarchetti	Sacchetti provided him with a place to stay while he was working on the ceiling of the Pitti Palace.	Pages 38-9
Salvator Rosa, It. baroque landscape, historical and portrait painter, 1615-73	Carlo de' Rossi Ferdinand de Medici II		page 143
Giuseppe Crespi, It. painter, Bolognese school, 1665-1747	Giovanni Ricci		page 204
Giovanni Bernini, It. sculptor and architect, 1598-1680	Innocent X, Urban VII, Alexander VII, Cardinal Borghese	Was the architect of St. Peters	page 151
Claude Lorrain, Fr. landscape painter who went to Rome, 1600-1682	Cardinal Guido Bentivoglio, Urban VII		Page 49
Domenichino, It. painter, 1581-1641	Ludovico Ludovici, Nephew to Pope Gregory XV		

ARTIST	PATRON	WORKS DONE UNDER PATRONAGE	SOURCE
Giovanni Tiepolo, most important Venetian painter and decorator of the 18th century	The Corner Family of Venice, the Dolfin Family of Venice		Patrons and Painters by Francis Haskell page 252
Giovanni Bernini, It. sculptor, Nicholas Poussin, Fr. painter, 1594-1665, spent most of his life in Italy	Cassiano dal Pozzo, the first private patron in history to exert a serious influence on the arts of the day.		page 103 page 106
Nicholas Poussin, Claude Lorrain, Pietro Testa	Marchese Giustiniani	The Innocents, Assumption of the Virgin, both by Poussin	page 95
Claude Lorrain	Camillo Massini		pages 116-118
Giovanni Bernini, Claude Lorrain, Pietro da Cortona	Pope Urban VIII		page 34-7 page 49 page 38-40

Alexander Scriabin, Russian Composer and pianist, 1872-1915	Serge Koussevitzky, conductor, publisher and performer, also M.P. Belaiev, publisher	Koussevitzky commissioned and performed his works; Belaiev arranged concert tours and published his music	A History of Russian Music by Richard A. Leonard
Benjamin Britten, Igor Stravinsky, Bohuslav Martinu, Bela Bartok, Darius Milhaud, William Schuman, Aaron Copland, Heitor Villa-Lobos, Howard Hanson, David Diamond, Gian Francesco Malipiero, Arnold Schoenberg (all modern composers)	Koussevitzky Music Foundation established by Serge Koussevitzky in 1942. (he came to America in 1924)	Benjamin Britten wrote his famous opera Peter Grimes on commission from this foundation.	Encyclopedia of Concert Music by David Ewen
Ludwig von Beethoven	Elector Maximillian in Bonn Prince Lichnowsky Prince Lobkowitz Count Razumoysky Count Waldstein Archduke Rudolph	Beethoven was able to travel to Vienna to study with Haydn because of Maximillian's generosity. dedicated the Piano Sonata #27 to him dedicated the 3rd symphony to him dedicated 3 string quartets to him, op. 59.1-3 dedicated Piano Sonata #21 to him. dedicated Missa Solemnis, Piano Concertos 4,5 and the Piano Trio, op. 97 to him.	FROM: The Enjoyment Of Music by Joseph Machlis
Franz Liszt	Charles Augustus of Weimar and Empress Alexandra		Franz Liszt by Victor Seroff
	Counts Apponyi, Amadee, Erolody, Viczay, Szapary	These counts provided Liszt with $300 a year for six years to continue his music education.	pages 71, 77 and 6
Richard Wagner	Franz Liszt Ludwig II of Bavaria	lent him money and performed his works	page 93 page 143
Wolfgang Mozart	Dietrichstein family		page 45

ARTIST	PATRON	WORKS DONE UNDER PATRONAGE	SOURCE
			Commitment to Culture by Frank Dorian pages 15-19
F. Joseph Haydn	Nicholas and Anton Eszterhazy of Austria		pages 52-55
Virgil and Horace	Gaius Maecenas 1st century B.C.		pages 52-55
Cellini	Lorenzo de' Medici 1492-1519	made bronze statue of victory of the Medicis over Florence	pages 215-241
Gotthold Lessing, poet and playwright, 1729-1781	Frederick the Great		"
Friedrich Schiller, poet, 1759-1805 Germany	Duke Karl Engen Karl August of Weimar	poet in residence at Mannaheim Wrote Wallenstein Trilogy, Maria Stuart, William Tell while in residence at his court	"
J.W. von Goethe German poet, dramatist, novelist, 1749-1832	Karl August	Director of the court theatre, wrote Faust, Iphigenie, Torquato Tasso while in residenc at his court	"
Charles Le Brun, French painter, 1643-1715, Racine, Fr. Dramatist, 1639-99, Corneille, Fr. Dramatist, 1606-84 Moliere, Fr. playwright and actor, 1622-73, Lully, operatic composer, 1632-87	Louis XIV	First artist to have dictatorial status in France; his title was First Painter of the King.	"
		Lully's title was Royal Composer of Instrumental Music	"
Voltaire, Fr. Phil-	Marquise de Pompadour	she secured him the title of Royal	"

Joachim Quantz, composer and flutist 1697-1773	Frederick the Great	wrote treatise on how to play the flute and dedicated it to Frederick	Commitment to Culture by Frank Dorian
C.P.E. Bach, composer 1714-83, German	Frederick the Great	was his harpsichordist and accompanied him when he played the flute	pages 214-41
J.S. Bach, German composer, 1635-1750	King Frederick Augustus	Dedicated Mass in B minor to him He dedicated his Musical Offering to Frederick the Great	"
Johann Stamitz, German composer,	Elector Palatine, Karl Theodor of Mannaheim		
Orlando di Lasso, 1532-94, Flemish composer	Jakob Fugger, German merchant who was the "banker to Popes and Emperors"	Was able to travel to Munich to have his music performed on this man's money	"
Wagner	Landgrave Hermann	financed the 2nd act of Wagner	"
Francois Joseph Gossec, 1734-1829 Belgian composer	Prince de Conde and Prince de Conti		Pages 134-146

ARTIST	PATRON	WORKS DONE UNDER PATRONAGE	SOURCE
Anton Dvorak, Czechlosovakian composer, 1841-1904	Joseph Hlavka, wealthy English patron of the arts	Mass in D	Dvorak by Alec Robertson
	Mrs. Jeanette M. Thurber, wife of a rich wholesale grocer in n.y.	Paid him 15,000 a year to come and direct her National Conservatory While in N.Y. he composed: Te Deum, op. 103 Symphony #5, the New World String Quartet in F, op. 97 String Quintet in Eb, op. 97 Suite for Piano, op. 98 Orchestrated Biblical Songs, op. 99 Humoresques, op. 101 Cello Concerto in Bb minor, op. 104 String Quartet in Ab, Op. 105 String Quartet in B, op. 106	
Issac Albeniz, Sp. Composer, 1860-1909	Francis Money-Coutts, wealthy English banker	Received an annuity to set Money-Coutts' dramas to music. (Money-Coutts wrote poetic dramas - but they were pretty bad!)	The Music of Spain by Gilbert Chase

ARTIST	PATRON	WORKS DONE UNDER PATRONAGE	SOURCE
Peter I. Tchaikovsky Russian composer, 1840-93	Nadezhda von Meck	She offered him an annuity of 6,000 roubles (about $3,000) for almost 14 years He composed the following works during this time: 4th Symphony - dedicated to her opera, Eugene Onegin Violin Concerto, op. 35 Piano Sonata, op. 37 The Seasons, 12 pieces for piano, op. 37a Suite #1 for orchestra, op. 43 Opera, Maid of Orleans Piano Concerto #2, op. 44 Capriccio Italien, Op. 45 Serenade for strings, op. 48 1812 Overture, op. 49 Vesper Service, op. 52 Piano Trio, op. 50 Opera, Mazeppa Suite #2 for orchestra, op. 53 Manfred, op. 58 Opera, the Sorceress Mozartiana Suite, op. 61 Symphony #5 Sleeping Beauty Ballet, op. 66 Homage to Anton Rubenstein for male chorus Impromptus for piano opera, Queen of Spades Souvenir de Florence, op. 70 He was also able to travel a great deal to other parts of the world. Nadezhda von Meck was also a patron to Claude Debussy for about 2 years from 1879. He was only 17 at the time but was able to visit Russia, Austria, Italy and Switzerland while in residence as her pianist.	Tchaikovsky by Edwin Evans page 41 pages 168-174

ARCTIC EXPLORATIONS (Source:

EXPLORER	PATRON	ACCOMPLISHMENT
DeHaven (1850)	Henry Grinnell, American shipping magnate.	Successive assaults on the Arctic reached closer and closer to the North Pole.
Kane (1853)	"	"
Hayes (1854)	"	" (Named "Grinnell Land" after patron.)
Hayes (1857)	"	"
Hall (1860)	"	"
Nansen (1893)	Norwegian private donors.	Put Arctic exploration on a scientific basis.
Bell (1894-95)	Commander Foyn, a whaler.	First to reach Antarctica.
Scott (1901-04)	Royal Geographical Society; Mr. Llweellyn Longstaff; Alfred Harmsworth.	First extensive exploration on Antarctica.
Borchgrevink (1898-99)	Sir George Newnes	Proved men could endure through Antarctic winter.
Scott (1911-12)	Royal Geographical Society.	Reached South Pole one month after Amundsen; entire party died on return trek.
Gerlache	Madame Osterreith	Explored Antarctic.
Peary (1906)	"Peary Arctic Club" of wealthy New Yorkers, headed by Herbert Bridgman.	Explored Arctic.
Peary (1908)	"	Reached North Pole.

"DESTINATION PAPER"

Jerry Mander/ December 1971

In answer to Stewart's question - what would be the optimum "destination" for me personally, and POINT?:

Being down in Big Sur as I have been for the past two weeks has allowed me to realize to what degree my ideas and feelings are going through extremely rapid changes. They are changing so fast, in fact, that it has been extremely difficult for me to sit down and write any sort of paper that photographs them, as though they were static rather than in a state of process transformation.

So whatever follows will hopefully be understood to be a sense of my **feelings** at this moment--what I understand to be my place and my understanding at this moment--and I am not to be held responsible (or held as irresponsible) if I should later disown everything herein.

But having said that, I want to make that the starting place as follows:

As I indicated during our lunch at the antique house in Menlo Park, my primary interest is to have, for the first time in my life, time; unpressured time; time without any demands thereon; time without any expectations, projects, plans, futures; time to just be and allow my body and

its feelings and its organic functioning and its computer operation to follow their own course, uncontrolled by external demands committments or expectations.

This is following thirteen uninterrupted years of making demands upon myself, fullfilling dreamed-up ideas, creating and doing and acting and influencing and manipulating myself, people around me and to a certain extent the world. I don't judge those actions of manipulation as ~~xxxxxxx~~ bad or good--most of my "work" and efforts I am very pleased to have done. ~~proud of~~-but it is the process of constantly putting-out which has, I believe, only allowed a certain small portion of my personal power and vision and creativity to be expressed. This is a time in which I want to be in touch with the other aspects of my nature. I want to see what will flower in me during these next months, possibly years, of removing myself from the ~~xxxxxxx~~ everyday commitment oriented world. Of putting my energy into what's outside of me, rather than inside.

Now. That doesn't sound like much of anything good for POINT might come from this state of freeing myself from the world of ideas and committments, and I cannot promise that anything would come from it to the benefit of POINT. In fact, I would not agree to any involvement on any level at this time which required anything at all from me in the way of creative or articulated effort. I want no committment to a report, or a

piece of work, or even an idea or principle at this time. However, I can make some guesses as to what might happen, which I will share with you, reminding you once again that this is not my plan, but rather my statement of what I see and feel and sense at this moment.

1. I fantasize that during, say, the next three or four years, I will again become committed to certain activities in the outside world. I am certain I will not, for a very long time, institutionalize this committment--I will not start an organization, or an ad agency, or a structure of any sort that will demand ongoing everyday attention--but I will want to express and enlighten and communicate to the world certain observations about the state of the world, people, interactions, politics, movements; ecology taken in its broadest sense--how all things interact with one another.

Broadly stated, then, my committment, personally and in POINT I expect, will be toward efforts which have the possibility of raising public consciousness a step above what it had been. This has always, of course, been my role, and my fated. This is the ongoing principle I have always engaged in, whether it was vis-a-vis the Trips Festival, or the movement to Save Grand Canyon, or the Duskin High-rise campaign, or the Redwoods, or Earth National Park. Most of my creative energies have gone toward PARADIGMS helping people see a side to things that they were capable of seeing, but hadn't yet seen. For me, the important thing about the Grand

Canyon was not the saving of it, but contributing towards saving of everything by helping people to understand that there is a significance to Grand Canyon, an involvement with it, that is far beyond politics. It has to do with all of history and the organic wholeness of the planet.

Later, in the Earth National Park campaign, things got far more specific. And in numerous speeches, and so on, I have gone to great trouble to say ~~[illegible]~~ attempt to turn people around to the notion that the issue is always broader than can at first be seen. (For example, see a recent ~~article~~ statement of mine, also enclosed.)

2. The projects that I am interested in are always catalytic projects, ones which ~~xxxxxxxxxxx~~ a) have the effect of catalizing action beyond the project itself--ones which start new energy in the world, and b) focus an energy which ~~xxxxxxxx~~ is already at large in society but which has not yet gotten organized, has not yet been seen as viable, ~~[illegible]~~ has not yet been articulated.

The abortion issue was one such issue. ~~XxOxx~~ Most people approved the idea of abortion but very few thought it was possible that it could be made legal. Then, one thing happened in one state, and the dam was broken. Sort of like the four minute mile. Permission to achieve was given. The ability had always been there, but had never been articulated as real.

There are many examples of this phenomenon in sports. The 16 foot pole vault. The 17 foot pole vault. But they are present in the world. The possibility of stopping tall buildings. For example six months ago it was impossible. Then the idea was put into the world, permission was granted to put energy into it, and whammo, it gets passed in several locales, and almost carries San Francisco except for powerful political spending against it. But the idea is now at large. It is understood that it is possible to block them. It is also understood what they mean. Alvin Duskin is not needed anymore. He can go on to the next thing.

And so on.

Very often important change can take place just by the mere recognition in the media that someone is giving permission to attempt it. Prior to this permission, the world is in a state where ~~"[illegible]~~ is the leaders say "no", and so the media says "no", and so the public believes "no". It is my hope to say yes, so that certain ideas are no longer unthinkable. Not being unthinkable, they become real and then changes of consciousness are possible. Even mass changes of consciousness. It is only those kinds of ideas that I would like to put my energy into. And I would like to repeat that I am not interested in doing anything more than starting the permission moving in the world. Not controlling it once it starts. I don't want to supervise the anti-high-rise battle throughout America. I feel my role was to suggest that such battles were possible, give it enough energy so it "took" and then let it have its own life. That is what Stuart called, I believe, being "an agent." Personally, and via POINT itself

3. The third element for me is efficiency. This is personal, really. Because, as stated above, I am not interested in being the adminstrator of any movement, all I want is to place a seed of a movement in fertile soil. This means that a MINIMUM of effort or money is ordinarily needed.

Ordinarily, one ad on a particular subject will be enough to catalyze new energy. If it's done correctly, the media will pick up on it, so will people at large, and it doesn't have to be done again. Or someone else will do it from there. Or you find someone who will carry it from there. (Alvin Duskin.) It is the pebble in the water that is the point. The ripples will take care of themselves.

Most campaigns that I have been involved in, even major national ones, have cost as little as $10,000, and rarely more than $25,000. (If they do not involve ads--Stuart's Hunger Hunger Trip, for example) then they cost considerably less. But in any event, by ordinary campaign standards, they are very cheap. Also they usually pay for themselves. Of all the full-page conservatio ads we have prepared, only two of Stuart's failed to pay for themselves. And even those which do not pay for themselves, pay back something. I believe there is a similar "efficiency" standard that could be applied to granting of money.

4. To get to specifics. At this time, it feels to me that my priority interest--whenever and if I do come back into the world--will be in dealing with definitions of humanness. As far as I can see, the primary reason for the ecological crisis, is that people have forgotten that they are living creatures themselves.

It is my belief, and religious cancer, and now scientists CONCUR, that

People have forgotten that they arenot separate from the rest of the natural system. They have forgotten that they themselves are nature. the apparent separation between people and trees and other things, is more apparent than real, especially in light of the fact that air is breathed in and out of our bodies, and that we eventually become soil. Not accepting this, we are alienated. Which means that we don't experience a tree as being a living thing. Nxxx And while we do experience, say, a dog as being living, we put a judgement on the dog. We say it is only a dog. This attitude makes possible the murder of the rest of the living planet. (Temporarily.) Actually it makes possible the murder of ourselves. It is almost accomplished. We have killed feelings (nature) in ourselves and so a My Lai is possible. We have killed senses in ourselves (nature) and so we don't understand the tragedy of pavement. We are barely living. And we don't even appreciate the insensitivity of our performance.

Mark Terry recently wrote, something like, "ecological awareness will become possible, when we have returned to "sensory awareness". You don't cut a tree if it makes you joyous.

So then I have four tentative projects in mind--

a) A film about the Hopixx Indians, the Eskimos, and the Native Micronesians...cultures which are in the process of being destroyed, removed from their innate and total interraction with thei environment, by Western Man. These three are all cultures which have a religious attachment to the environment; a religious sense

of themselves as being ~~xxx~~ only apparently different from the other living things around them--growing things, but also the Earth itself. These are cultures which are not yet alienated but which are about to become so as Western Man--the United States in particular--bullies them into ~~xxx~~ the giving up of their "primitive" sense of contact with the universe and therefore themselves. The film would develop ~~xxxx~~ a picture of this sense of contact and then also show what Western man has sacrificed for his plastic environment. The point of the film will be that America, and the world, do not realize that their salvation can be achieved by allowing primitive cultures to flower and influence. This will be a political film, ultimately.

b) I am interested in doing one advertisement, perhaps in the N.Y. Times or some such medium of record, directed at American men. I want to tap a reservoir of feeling that I believe is common to <u>all</u> American men, but businessmen in particular, to the effect that the definitions they are carrying around the world concerning themselves--what a Man is--are killing them~~xxx~~ and killing the world. Achievement, success, power, thrust, goals, sturdiness, hardness, ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~ commitment to job and collection of material goodies, will be shown to be enslavement to an alienated ideal. The everyday role of men--offices, manipulative behavior, non-feeling days, artificial business environments, pseudogmeinschaft~~xxx~~ (all of these things the everyday exchange of most American businessmen) is no substitute for living.

I will want to ask how many men out there like their work. My supposition is that most men, given their druthers, would rather be out of the office, would rather be dealing with real things as opposed to abstractions like sales curves. Most men, I believe, hate being caught in their brains..where the only feelings allowed during a given day are competition, hate, ego-pleasure, and maybe whatever comes from fucking a secretary or fantasizing thereon as some meager means of escape.

I would like to give men permission to quit. To tell them they do not have to do what they are doing. They do not have to do what they hate. They may let the women have the power--they want and need it right now--and they can begin getting into some of their more, let's say, subjective selves.

It is my feeling that the ecolggical implications of this could be immense. It is the very drive toward abstraction that men have been trained in which has led to this mindless growth ethic which is at large in the world, and the various other absurdities of the pressures to sell more-more-more junk with which to clutter and deaden our lives. If it were no longer necessary to achieve satisfaction from only competitive models; if satisfactions were more personal than sales curves or one's place on a ladder that one doesn't know why he is on, then the ecological crisis would take care of itself, and we could have a society in which abstract violence is also impossible.

c) If we can agree on the point, which I hold to be self-evident, that a raising of thegeneral consciousness is the ultimate solution to all of our political, social, and ecological problems, then I believe an important step is to make legalalization of marijuana. Among friends of mine who have made dramatic changes in lifestyle, who have decided upon ~~xxxxxxxxxxxxxxxx~~ lives which are more in tune with nature, and with nature in themselves, who have allowed space around themselves ~~xxxxxx~~ and have given up control of themselves and others, usually, the most important first step has been to get into the smoking of marijuana.

I can think of no instance where the use of marijuana was harmful, in the sense that it inhibited ~~xxxxx~~ personal growth. It has ~~xxxxxx~~ helped begin the growth process among more people than any other single source that I could name.

To me the fact that marijuana is illegal is an outrage of incredible proportions. It is representative of a society which does not wish to change, of a soceity with a stake in repression of the human spirit and soul~~xx~~ (not that marijuana achieves nirvana for anyone, of course, but it begins the process for Western man), of a society which is stuck.

More than one hundred thousand people are in jail for marijuana related crimes in this country. They should not be. Soceity should be celebrating the possibilities of certain drugs and I believe in the case of marijuana it is nearing the cusp of the moment when it will be possible to push this particular bolder over the cliff. It is very much like the abortion issue, in my view. People are more ready for this more open direction than is generally accepted. I would like to begin starting to gather people around the boulder, ready to push.

d) I am extremely interested in animals, and particularly whales. I am a member of the Board of a new organization which Joan McIntyre is forming which will be devoted to halting forever the killing of whales, on the one hand, and suggesting that whales (as do Indians) ~~xxxxxx~~ represent a consciousness ~~xxxxxxxx~~ which offers us a window into a much different state of being and understanding which most Westerners need desparately at the moment. This is more or less true of all animals, of course, but whales seem~~xx~~ to be the most spectacular example as research has found them to possess an"intelligence"which is"beyond"our own, and a size and state of feeling and ability that, throughout history, has impressed and fascinated Man. ~~Xxxxxxxx~~ In other words, they are an easier metaphor to explain "speceism" (i.e., the assumption of the superiority of human Beings over other living things) than, say, a wolf is.

The organization plans several projects. One is an ad, which I don't think ~~xx~~ I have to explain further at this time. The sedond is a film, which Candice Bergen will narrate, concerning whales and their meaning (it is possible ~~xxxxxx~~ that I will write this film). And third, several "publicity" events. The first a trip to Scammon's Lagoon, in boats, to watch the annual mating of the whales. The second, a trip to a tiny Japanese island where a primitive culture exists which lives entirely off whales. It eats them, builds houses with their bones and skins, get their oil and some on from the whales they catch. The difference between their killing of whales, and our own commercial exploiation of them is very profound, however, and as an example of this, they hold an annual requien for the

souls of the whales they have killed. They consider themselves to be the whales "brother." We would like to have a big sojourn to this celebration, and present the news of it to the world.

There are some other projects cooking in me, but they are still on back burners. Those above will give you an idea of where my feelings are at the moment.

On A New Ecological Consciousness

We reprint here excerpts from a letter written by FOE director Jerry Mander, and read at the annual meeting of FOE in April.

Mr. Mander is president of Freeman, Mander, and Gossage, a San Francisco advertising agency. Robert Glatzer in The New Advertising, *credits Mr. Mander with writing "one of the most eloquent ads ever to appear in this country" in defense of the Grand Canyon. ("Should we also flood the Sistine Chapel so tourists can get nearer the ceiling?") Referring to Mr. Mander's conservation ads for the Sierra Club, he calls the campaign "one of those freak acts of genius that occasionally come along to save the advertising business from its own polluted nature, and help restore a bit of dignity to those who don't even realize they have none. Very few in the business would have had the courage to attempt it, much less the talent to succeed."*

There are three ways in which advertising by conversation groups is desperately needed, and since we don't have the money to do any of them, I can be completely confident in predicting which one will be the most effective—both in terms of long term effect upon the movement, the populace and our own financial and membership picture.

The first is the sort of issue-oriented advertising such as F.O.E. has done to date on the SST and the Alaska Pipeline; the kind that the Sierra Club did under Dave Brower, concerning the Grand Canyon, the Redwoods, the Cascades; as well as the Alvin Duskin ads and so on.

The second kind, one that has never yet been done, is a kind of truth-squad advertising—ads which follow around other people's ads—particularly some of the two billion dollars worth of industrial eco-pornography—which has had the goal and somewhat the effect of encouraging people to believe the pollution problem is being taken care of by many of the would be accepted by the public, I believe, as an ecologically sound solution to a problem. But it would *not* really be a solution, I think most of *us* would agree, since it's what the oil does when it gets down here that's the major part of the problem. Cars, plastics, poly-chlorinated biphenyls, highways, power plants. Because we've not had enough time to help the public to know a real solution from a cosmetic one, cosmetic solutions are mostly what we are getting at the moment . . . placebos . . . Mr. Nixon's fabulous air and water cleanup campaign which, thank god for Ralph Nader, has been revealed as not even successful cosmetically.

Most conservationists would agree, I think, that the ultimate ecological solutions will involve dramatic changes in everyone's daily life style, and many aspects of the economic system in which we live, our consumption patterns, the very values we hold in our lives. Most of us believe these things, but we are part of an effective conspiracy that we ourselves encourage which is not to scare anyone about the *real* changes that are going to have to be made—it will scare them, or lose support or something like that—which puts us, I am sorry to suggest, in a position not dissimilar enough from the government and press. No rethinking of basic values is going to be required, just a little cleanup here and there and then onward toward the ten trillion dollar G.N.P.

While people seem aware of "pollution" I do not have the sense that people really perceive what the ecology metaphor really means — that it requires thinking in whole systems, that it requires thinking of ourselves as like any other form of wildlife, that it requires purging from our minds all presumptions about the way the world operates.

An ever-expanding economy is, after all, only an idea that we've been assuming takes an accurate view of things, but the world has forever made such presumptions, throughout history, which have turned out not to be so, as conditions change. Even John Stuart Mill had something to say about growth going only so far and then no more, on a planet which is finite.

Another such presumption is the superiority of Man over other creatures including some other Men. And yet, if we would read the literature there is ample evidence that several nonhuman species—whales codes, farmland, bedrooms, out at sea where there are no police, in highway departments, on planning commissions, in marshlands and below flyways, in desert real estate offices: the "thousands of things that just fly by us that we don't have time for," as Joe Browder put it—and we can't cover all the bases.

The only way we will ever be able to cover all the bases at once is to work at making everyone an ecologist in his mind, not just us, so that the interconnections are clearly perceived; so that the idea of an SST has no chance of gaining any momentum at all . . . not because it causes a variety of pollutions, but because it is sensed, as somehow inorganic to the natural system, because it is so ridiculous, because it is so unthinkable.

So then, I would like to see our advertising take that as its primary goal. The development of an ecological consciousness . . . an over view . . . so that once someone gets it, they are changed internally, as once Dave Brower, at a lunch at the Biltmore Hotel, changed my life by talking about the primordial experience of looking at a fire, and which was the basis for the chart in the Sistine Chapel ad some years ago, describing all the organic energy that over billions of years eventually created us.

The idea is to work on those minds out there, dropping little bits of newthink into these brains that may blossom into a new awareness that doesn't require us, or Dave, or you to be there next to everyone in the country to say, "No, you can't solve the DDT problem by substituting parathion; no, F-310 doesn't solve air pollution; no, plastic bags around the garbage doesn't clean things, it just cleans your garbage pail, but winds up putting incinerated PCBs out into the air."

The subject matter of these ads, in my view, would not relate directly to fast-breaking conservation issues, but instead would be devoted to amplifying why we find ourselves in this spot, and give thoughts on needed changes—changes I might emphasize, which do not have to be thought of as negative or painful; we will show them as positive. Not needing cars, after all, will free us from them and return our legs, and sense of smell; not needing so many electric lights, will give dusk back to us, and stars. Not having to become the richest guy on the block will give us back time, and feelings and love

Both of these categories of ads are important, of course, and nothing I will say after this should be construed as meaning that we should not do them, wherever we can, and wherever they can have catalytic effects at precisely critical moments—such as on the SST and the pipeline issues, and the one we never got to concerning the IRS action against public interest law firms, and the one about the ecological effects of the Indochina War, which we did get to but then didn't have the money to run—but I am directing these thoughts today upon what we might do that will not only effect an issue or a tendency but one that might have the chance of accelerating the progress of the movement; making a new major public breakthrough of some kind; ads which can do still more work than the ones we've done so far.

And there is my thinking on that:

I believe the conservation movement has changed dramatically since the days when the big newspaper ads on the Grand Canyon shocked some people into realizing that something was going on that they were not aware of. The New Yorker series on Dave recently described those ads as written in a style that it called "early Paul Revere" and that's not far off. We were attempting to tell people that while they've been dozing at the television set the world had begun to fall apart quite literally and would continue to do so unless they joined us and got busy quickly.

Well, since then millions of people have had their consciousness raised to that level, have perceived that things have gone somehow bad and have engaged on some issue in one way or another—or at least have felt badly.

I am satisfied at the moment that most Americans are aware of the fact that there is a pollution problem, that it comes in a variety of forms, that rivers and air are dirty, that food is poisoned and that it all has something to do with population and the way industry behaves.

What the public has not swallowed, and the thing we have failed to be able to get across to them is the inexorability of the crisis we are in . . . that it is the inevitable result of proceeding upon out of date society-wide economic and life style assumptions.

In my opinion the public does not yet know a real ecological solution when it sees one. An Alaska Pipeline which is 100% guaranteed not to spill at all —not that that is possible, but if it were possible—comparable to our own, not that IQs are so important, mind you; that's another one of those measuring systems that only people think is important. Plenty of researchers including John Lilly—who has done much of the pioneer research on dolphins and whales are convinced that these beasts are far more "conscious" than people are, which is to say, consciously more aware of their actions and existence in the universal scheme of things. But the animals don't write books about it or have guns and therefore we don't listen to what they are saying. New research has even shown us something about plants having a certain kind of consciousness and also feelings and the Indians of course have been saying things like that for centuries. But Indians are more or less like animals, as far as a large part of America has been concerned, and that is presumed to place them in a lower order, so we don't listen to them either.

There is no need to fill you with examples of these presumptions—you know them as well as I do —the assumption that we need more electric power, or more cars, when the effect of both is to remove us yet another step from our humanness—to deprive us, as Dave Brower has said to me so often—of our bodies, our legs, our agility, our own abilities to cool and heat ourselves, internally, as dogs still do; our own connection with the primordial forces which evolved us as well as all other things . . . which turned us into people but which might have evolved us into some other kind of tree, given a slightly different turn of events millions of years ago.

In my view, our own failure to get the discussion onto this level—out of the back and forth about whether the SST will pollute this much or that much, or whether we really need the timber in the national forests, or the oil in Alaska, and what we need it for, and alternatives and board feet and kilowatt hour and cost per thousand and so on, details which I am afraid eventually have an alienating effect on newcomers to the movement—our own failure to get the discussion out of this level has left me with the feeling, which Al Wellikoff described this way . . . that we are forever on our own ten yard line and the other guys have the ball. Or, putting it another way, we are winning many a skirmish these days, and that's a new and marvelous development, but I fear we are losing the war, because it is taking place on a thousand fronts at once—neighborhood parks, building ing the benefit, not the feature.

Okay.

Since we don't have the money to run the ads anyway, I have not written them out, as yet, but I have some preliminary subject headlines in mind, as follows:

ON BEING HUMAN, in which we discuss the aspects of ourselves as living organisms that we have given away for a questionable and by now dangerous mass technology, which in addition to giving us mind-expanding science, also gives us unneeded electrical gadgetry, toothbrushes to electric knives. The effect: a race of unfeeling plastic men for whom a My Lai is possible.

LETTER FROM AN ESKIMO. This is an actual letter which a North Slope Eskimo chief read before a congressional hearing on the Alaska pipeline, and which contains more ecological genius and thought than all conservation groups collectively have been able to put in writing.

ECOLOGY AND WAR, in which technological war is revealed as at root caused by man's having left his body for his mind, left his organic sources for his narrow-thinking machines. And in which the direct effects of modern war on the natural system are catalogued, as in Barry Weisberg's "ecocide" book.

ECONOMIC GROWTH IS TO GROWTH WHAT MILITARY MUSIC IS TO MUSIC. The notion of growth has been distorted to mean only economic growth. Yet, there are also the marvels of psychic growth, spiritual growth, emotional, educational, etc. as well as dynamics, which is to say *change* which doesn't require expanding outward at the expense of anything. Howard Gossage's idea; expanding the individual, not the economy. We will remind the world that nature is the original source of all growth and with our fanatic devotion to just economic growth, we may interrupt the far more exciting, and more enlightening level of evolutionary growth.

PLASTIC GRASS VS. GRASS—THE SENSE OF SMELL. Probably the first to go, because it is the most subtle of the senses. We might even talk about sports here, which once had a direct contact with the ground, and the environment, and the outermost possibilities of humanness. We can imagine the time when mountain climbing is performed upon simulated rocklike, plastic peaks.

AGAINST SMOKEY THE BEAR, in which the forest service will be shown to be a little more interested in selling trees than saving them, which will lead us to the next subject:

ON THE "VALUE" OF WILDERNESS. Diversity, the organic process, ourselves as wildlife that, except for some billion year old evolutionary accident, might have been just another plant or animal in the organic wholeness.

WHALES, DOLPHINS & SPECIEISM; OR, ARE PEOPLE SUPERIOR? Per letter above, the research of Lilly and what it means. People as just another flower of the Earth, with no greater or fewer rights than any other, and the freedom that offers. People as possible communicants with a new order of "brother"—animals, plants, and if the Indians are right, stones and the "living Earth" itself.

MONEY AS THE GOAL OF LIVING; OTHER POSSIBLE GOALS. Money vs. happiness; money vs. the human potential; "luxury" vs. being in touch with one's innate genetic abilities; money vs. emotional and spiritual freedom, etc.

SUBSISTENCE LIVING IN THE 21st CENTURY, AND LOVING IT. Presenting the positive side of a settling down of economic goals and the consumption society. The goal of life is to live it, and "living" implies doing, not only thinking; more direct involvement with one's environment, and less "effort-saving" freedom-thwarting devices. The man who is owned by his car, is not "free" to walk in the sun.

LABOR VS. ECOLOGISTS, taking a broader view of both short-term conflicts and longer term coming together.

UNDEVELOPED COUNTRIES AND OVER-DEVELOPED COUNTRIES in which optimum size, as an inevitable rule of nature, is examined and our own ways of going about things compared and found absurdly inaccurate.

OTHERS LATER.

I think the movement is ready for this sort of change in media style. In my own view, we might experience a new spurt of energy as a result of taking this tack, especially from the very young who have despaired of the system ever being flexible enough to change and who will doubtless appreciate this attempt of ours to further the change toward systems which they are already living within. I also think we may find response from a wide variety of people who are only, at present, peripherally involved in the movement, but wish they could see something beyond the ins and outs of the daily struggle. I think it might give hope and direction to them and that they therefore will respond with much-needed cash, checks and money-orders, as well as their minds and abilities.

One final story may illustrate the possibilities.

I recently met a reporter who, until recently, worked in Newsweek Magazine's bureau in Houston, covering the various Apollo space missions.

I asked him about the astronauts—what sort of people they were—and he said they were one kind of person if they had never been out in space—sort of the ultimate technological automated man—and in most cases a different sort if they had been. He said the experience changed them. That it was sometimes tough to perceive it right off—they are so protected by officialese and press officers and so on—but that in his opinion there was no doubt of it.

And then he reminded me that one astronaut is devoting the rest of his life to ecology; that it was another astronaut who actually pointed out during one of those mission that "Earth looks like a little green oasis in a desert of blackness." And another one who, while viewing the Earth from out there somewhere, said, "All wars are civil wars."

That is what I would call "ecological consciousness." And it's that little trip out into space that Friends of the Earth has got to provide if it can. And with about $200,000 for advertising I think we could give it a good launch.

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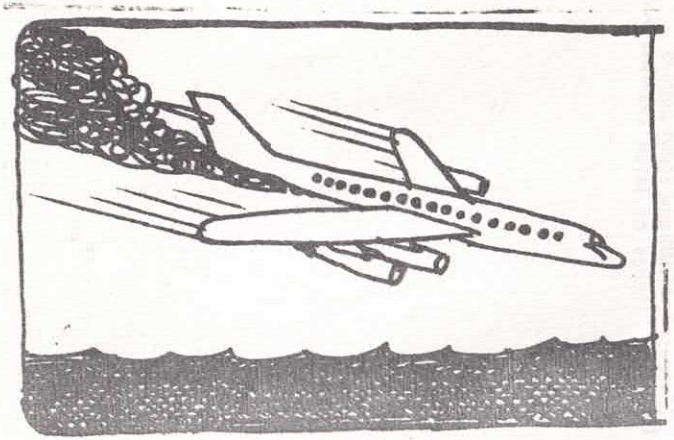
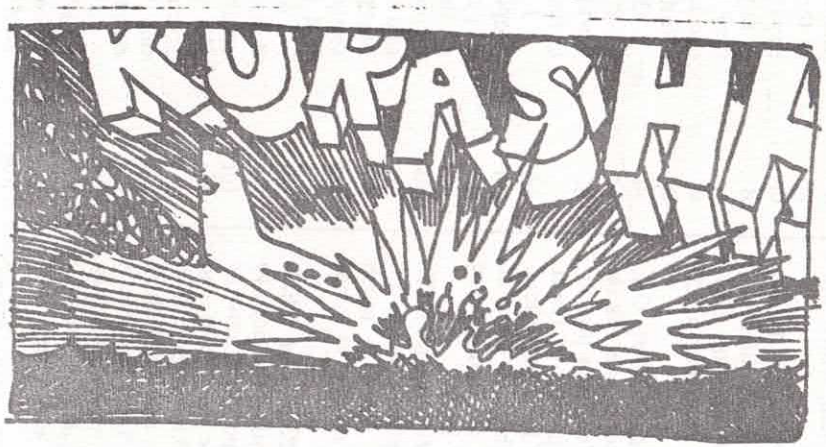
continued from page 8

types of large reactors being [illegible] require

COMMENTS FOR THE BOARD OF POINT





Michael Phillips Nov. 1971

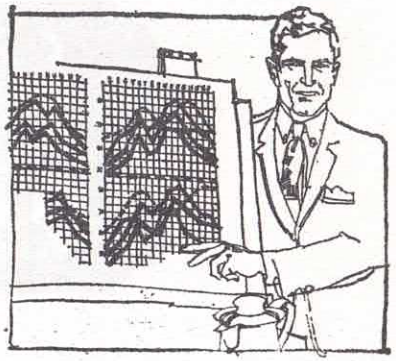
Drawings clipped from
"The Adventures of Primero Dinero"
Art by John Dawson

TEXT

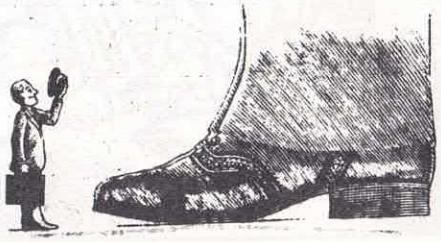
Toffler is the man on the road at night looking into the headlights of an oncoming TRUCK and seeing a"bright-clear" future. The period of rapid social change is coming to an end. The pendulum having swung to its peak,with a million copies sold, is swinging back.

This format is quite old, it comes from the Talmud; the Talmud is a commentary on the first five books of Moses; there is a commentary on the Talmud called the Mishnah and a commentary on the Mishnah called the Gamarah.

I think that Toffler (FUTURE SHOCK) is making a straight-line projection, but he is not aware of it. He is taking the current social turmoil into the future in straight-line proportions. Social turmoil is not a new phenomenon; periods of rapid change are not new, certainly wars in the past have created this kind of condition, and it is conceivable that the Vietnam war is playing a greater causative role in our current turmoil than is obvious to us at present; however, what I'm suggesting is that there are cycles of rapid social change and periods of consolidation. Toffler does not seem conscious that society has mechanisms for equilibrating itself so that it deals with social change by having periods of rapid fluctuation and other periods of calm. A possible projection that would be valid is that these periods of rapid change are getting longer and more frequent and the consolidation stages may be shorter.



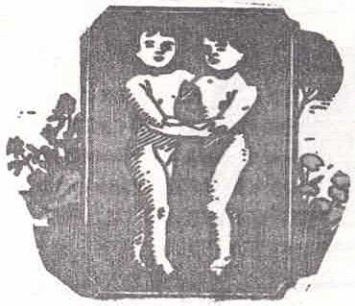
We, as well as Toffler, may be deceived by paying too much attention to technological change; although this may be occurring at a geometric rate, this does not mean that we can extrapolate this experience to other elements of culture. In economics there are



several theories of long-range cycles the most familiar to me is known as The Kondradieff, which is a fifty-year cycle having a peak at the twenty-five year point and a trough the succeeding twenty-five years. Of course, since we have been able to measure economic data for 150 years there have only been a maximum of three cycles; and it would appear that we may be in trough part of the third. During each of these cycles there have been points of massive physical change in the environment starting with the canals in the 1850's; subways and trains at the turn of the century and the automobile revolution in the middle of our century. Needless to say, the technology for each of these systems existed long before their widespread adoption.

Maybe we need the tactics of retreat carefully reviewed, "consolidation of advances" "regrouping", "conserving our losses", maybe these are the words we should memorialize or embody in the bumper sticker "Keep on Truckin".

The suggestion is that the phrase "Keep on Truckin" be reinterpreted to mean "hang on to what we've got and keep it going as best we can". Coopting symbols such as this phrase is a valid tactic for me, especially if we look at the use that the two raised fingers have experienced, from Churchill's Victory to Russell's Peace

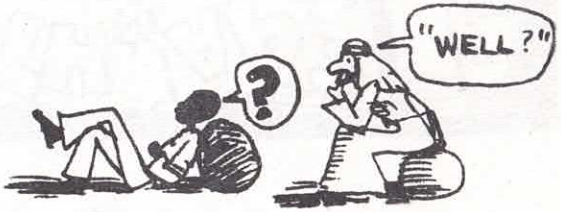


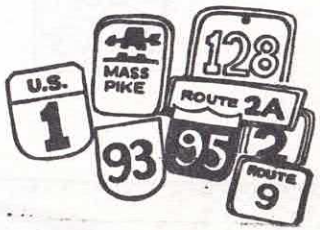
What do we have? A desire to create a vision, a wad of money, and a flow of energy that is a little more experienced than other flows. A hell of a lot of philanthropists and governments with much more money have tried, and most of them probably didn't leave a record of their attempts. How about talking to a few oldtimers in the field; oh forget it its not our bag.

The Board of POINT seems to have adopted the assumption that the energies of the board, and particularly that of Stewarts combined with the reservoir of money can bring about constructive change around us. We also seem to be adopting a view that (1) a long-term (2) strategy is a viable approach to constructive change. I imagine there must be some examples of

this, maybe the UNITED STATES CONSTITUTION and its embodiment of Locke's view of man. It has survived for two-hundred years--a rather amazing institution. Certainly the Catholic Church and the Mormon Church are further examples of ideas embodied in structures that have survived and shown vigor.

It's not clear why I dismiss the concept of searching to see if other philanthropic agencies or philanthropists have learned things that could be passed on to us. Possibly because of what Ted McIlvenna learned from his experience in dealing with major philanthropists in America; Ted pointed out to me already what he had learned and that is that you connot take people out of institutions and set them free--the Rockefeller Brothers and Twentieth Century Fund have tried that. And secondly, putting together people with multiple diciplines works well, which he also learned from those experiences plus that of Ford Foundation. Most of all, he learned from people such as Stewart Mott and Carol Burnstein,who are giant philanthropists,that large quantities of money at any time per se even with good ideas have extremely low probability of having any impact. Some truly important things cannot be measured--how can we measure the impact of the thousands of free public libraries, an institution that was created by Andrew Carnegie; or the impact of an institution such as the University of Chicago that was created by J. D. Rockefeller I.

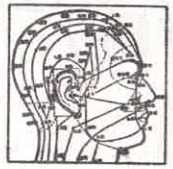




One of the findings, occording to Peter Sherrill, that most government agencies are making these days is that they get more impact when they take money away than when they give it, and what is that to mean to us. It is probably a misinterpretation of a phenomenon that is not clearly understood and far more complex process than is apparent.

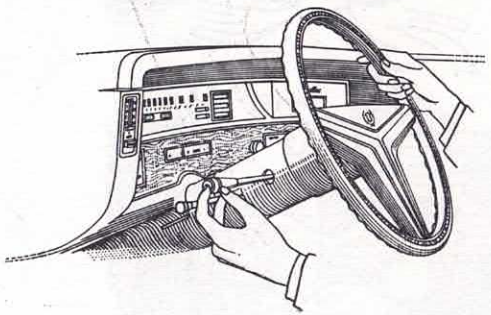
Ah, but Energy. The model is water circuits. The little jet of water shooting from the tiny nozzle adds enough energy, creates enough turbulance to move the large flow to another channel. To me this is the model for symbols, mythology, changing consciousness; in cognitive dissonance theory it is the new input that so completely unbalances everything that all other experiences have to be readjusted, some ever so slightly, some a lot.

The energy model just seems to feel good, there is no way of knowing how appropriate it is, how good models are or the value of analogy, but it does seem to help in our learning process. And it certainly can give vigor to our drive along with the belief that, we have adopted from our culture, of the perfectability of man.



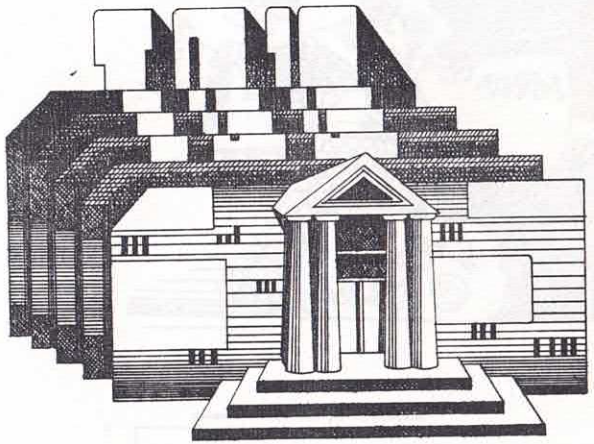
Cognitive Dissonance theory posits an image of the mind which is in relative balance; whole series of ideas and concepts accepted by the individual are stored in his/her mind with such links between these ideas and concepts that each is being continually readjusted and modified by the addition of new concepts and experiences. In this theory there is a relative balance and homogeneity in the relationship between these ideas, concepts, experiences, such that when a new experience is encountered it is accepted by distorting the new experience and distorting all previous experiences. The example would be for J. Edgar Hoover to demonstrate in some way that he is a great civillibertarian. For an established liberal who had other views of J. Edgar Hoover, the effect would be emotional distress that would be resolved by giving J. Edgar Hoover's word a little

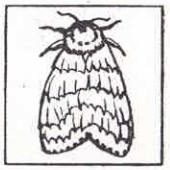
more credit and the whole philosophy of civil liberties a little less credit. The examples in marketing research where cognitive dissonance has been tested may be of curious interest--once a person has bought a large item such as a car, it is found that for some period--days or weeks--after the purchase the person still looks at the prices of other cars of similar models. The cognitive dissonance explanation is that he is convincing himself that he made the right decision by readjusting his perseptions of other possible models that he discarded.

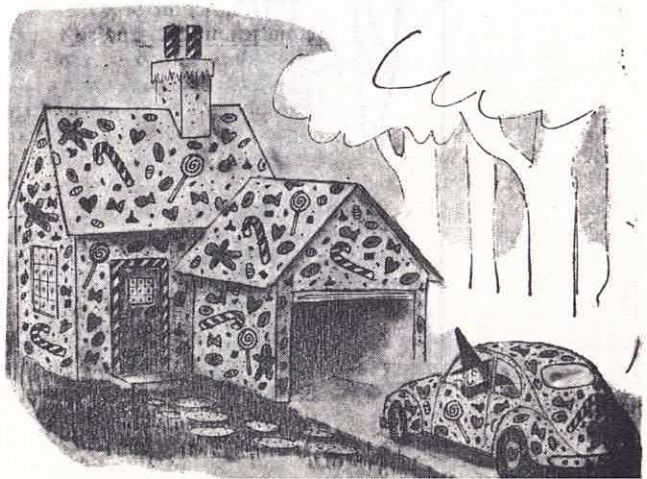


What have we learned with the swing of the pendulum that should be preserved: That we have a sterile world around us. We freaks have felt the ground with our feet, covered our walls and bodies with color, and learned to smell, if nothing else at least our own bodies. And bombarded our ears until it reaches the electric chords inside us.

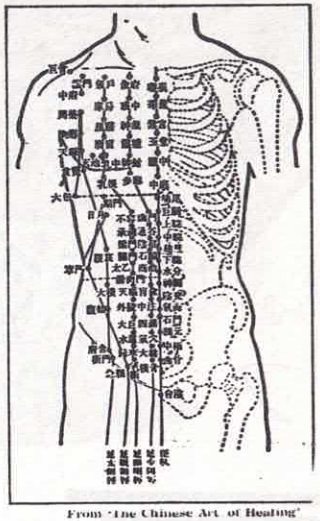
I really dislike the word "freaks" but I hate the word "hippie" even more, and in the sense that we are coopting the word "freak" with a new meaning, I'm willing to live with it. I also like the way the group of women in New York are calling themselves witches to point out that it is a term that had been used to oppress women and today should be a symbol of their freedom. The extrapolation from the "freak" experience seems to be that what we have learned from drugs in one sense is ecological balance, but the term ecology itself comes from an understanding of the mutual relationships of extremely small parts, the types of plants and grasses and bushes that grow together in certain temperature strata, certain humidities, certain elevations, in very small environments. It may be the power of the drugs to slow down time and let us see more vividly, but what we are able to see seems to be that it is the little things in the many meriads of combinations that build new and rewarding experiences.







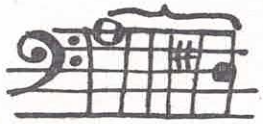
We certainly know McLuhan's explanation for the hightened sensuality and physical sensitivity that has been brought to us in the past decade. I'm more inclined to accept the concept that acid and related psychadelics let us feel the gurgling of our stomachs, the beating of the heart and the relationship between the free floating mind and the body that incases it. And that this consciousness was communicated to others that did not experience the drug.



From 'The Chinese Art of Healing'

Clearly, another term for "the little things"is "organic", but regardless of the terms the reference to be used as a guideline is "a very human scale".

The project to preserve attention to little things, symbolicly, on a large scale. A job for the LITTLE THINGS, SENSUAL PIRATE FREAKS: Change the dial tone on the telephone to C below middle C on a cello; change the busy signal to a four note bar played on a flute.



This is one example chosen because the telephone plays such an enormous and dominant role in everyday life. I searched my mind for other institutions that play such an overwhelming role; but having only found this it is worth concentrating on; it is a kind of guerrilla project, it would be necessary to get within the phone company to make these kinds of changes. Right now the phone company seems to be going the other way; they now have an operator that tells you that you have dialed the wrong number, her voice was achieved after five hours of working with the most sexy voice the phone company could find. What we have is a step backward in male chauvinism.

Maybe further steps in this same vein would be to <u>invent</u> other personnal sensual things like the water bed.

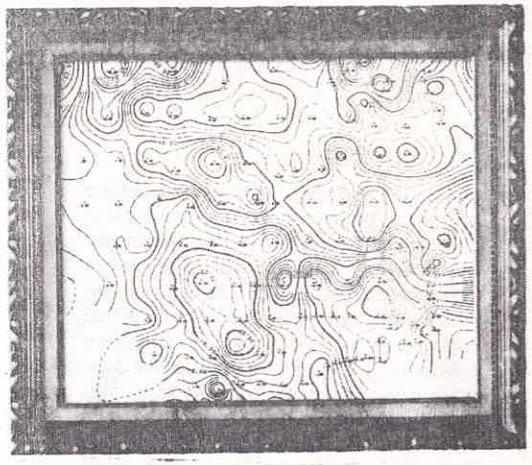
That the world is one, that it is small, that we can ALMOST talk to everyone.

Project: One man can talk to the major heads of states of the world. On a forty acre plot of desert land, the man starts early in the morning on a tractor with a ten-foot-wide furrow behind with a fine spray of kerosene and pitch sprayed on the furrows, to write a message in 200 yard-long letters. The satellites will pick it up, and by noon jets will fly by to examine it, a convoye of army personnel will come out to examine it.... The whole thing would be filmed, for release on TV; the message and the media will be known to the whole earth. What would the message be? I don't know yet.

Laughing when your stoned, laughing period; Mad Magazine and Paul Krassner. How do we do that on a giant scale--for a long time. A secret humor society, ridiculuous. A team of comedians and folk song writers and singers to put humor and tall tales into our folk mythology. This is a weak idea with fission possibility. Change us steal robots into gurgling jello on the floor.

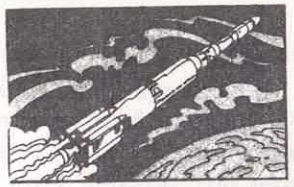
Drugs. We are all drug freaks, addicts. The main drug we regularly pump into our system, that we are addicted to is adrenalin. You want some right now, well, ride a roller coaster, a motorcycle, see a horror movie, watch a car race, pick an argument with the next person you meet, get a gun and shoot somebody, start a war. There are obviously other drugs, they all alter our perceptions, they take us to some other world.

This is a lesson that we all have heard, Stewart has been broadcasting it very effectively and it is really a message from THE CATALOGUE to LIFE-RAFT EARTH. But these are only a few steps in a long series, we should be broadening the perspective. How often do you think of the fact that eyes are several hundred miles above you, constantly--numerous eyes representing different national boundries.



No comment on this is necessary or possible, but from my travels it does seem that humor is extremely culture bound and culture specific at present. And also very rare in the seventeen hours a day that most people are awake.

This is a concept that is not easily seen and takes a little contemplation, but its significance to me ranks very high. It is not a truism because it has implications about behaviour and changes in behaviour that are useful. Adrenalin is particularly important to single out, not because it is like other drugs, not because it is a primary internal drug, but because it is to other drugs as



We have always tried to escape, that's the reward of zen, of divine revelation, religious ecstasy, (it's Colin Wilson's hypothesis) of football, and countless destructive things.

Two things are needed: One is recognition, the other is constructive alternatives.

Mt. Lassen is to Telegraph Hill. In thinking about this, we probably have a tendancy to keep in mind people like Dick Raymond and other friends who might have mastered or learned to control to a great degree their adrenalin craving; however, try to think in broader terms of yourself and most of the people you know. We needn't view the world of hatred, fear and supercharged emotion as one of neurotic subconscious drives; the vision of it is as a pleasurable ecstacy that we crave, that we strive for, should be a concept that is much easier to accept, although far less comfortable in terms of how we have to deal with it.

There are many references that have elaborated on the history of the concept of man's desire to escape; plain, simple escape: Some of them are Arthur Koesler, Jacob Needleman, Carlos Casteneda, and finally, Collin Wilson himself.

"Recognition" of ourselves seems to be an extremely important first step and in this sense we are not talking about an article in LIFE Magazine. We are talking about ten to fifty years of constant examples, so that the conception of man as an adrenalin freak finally begins to pervade the consciousness of man in such a way that it influences his actions. It should be as central to our thinking as the perfectibility of man is at present. As central as our concept of fair play that says the underdog should be given a chance to win. We should at some point reach the stage where drug adicts are not other people but all of us--and not just with coffee, cigarrettes, speed and alcohol, but with

Austin of Coca-Cola

The Uses of Adrenaline

A BRITISH newspaper once commented it was a shame that a man of J. Paul Austin's intellect should be content with running a soft drink company. This comment tells more about what is wrong with British industry than it does about Austin and the Coca-Cola Co.: In Britain, men of Paul Austin's caliber *aren't* willing to run soft drink companies. Austin, 56, a graduate of Harvard, former Olympic rower and PT boat commander, treats his job as a tremendous intellectual and personal challenge.

As he puts it: "Every day is like the day before the big game."

Or, again: "It's analogous to the violin: If the strings are just hanging there, you don't have music. But apply the right amount of tension and a pair of hands that know how to use the instrument—then you really have something." How can tension be a good thing in business? It's good for the adrenaline.

Running a company like Coke might seem an executive's dream. Actually, it is a very demanding job, because managing success is in many ways harder than reversing failure: Lacking the day-to-day crises, management must use other means to keep the adrenaline flowing.

An executive who makes it through the ranks to Paul Austin's team is one who can stand the tension. Committee meetings are characterized by intense intellectual exercises and participation, Austin says. "We really zero in on a problem, pull all the legs off the centipede and see what he's like, and then everyone is expected to have strong opinions on how to go about

Senario to bring about recognition: We run an ad in the newspaper for a new town called Paradise. In Paradise we guarantee to provide unlimited liquor (the most popular and widely known strong drugs other than adrenalin) with complete room and board for some modest charge per month and permit people to buy a lifetime membership in this new town. Thats it; it's one way of getting people to deal with their deep desire to escape....And then there are countless variations on this.

Obviously the process for learning about our adrenalin addiction is a long one....

Alternatives: Peter Sherrill says empirical tests have shown that the classical process of creating art (making music, painting, building a dome, etc.) is a more powerful high and can suppress adrenalin high. So we need to make everyone an artist somehow.

This is also a theoretical framework for Stewart's war games; conceptually it is teaching people how to use the adrenalin high and work with it constructively, one of the most intense of all possible drugs: the drug that permitted us as primates to survive.

Many more examples are possible. This was selected because, from my viewpoint, the average man/woman regardless of social background, in sitting down to think about the concept of the community where he/she would never again have to worry, to live in an altered state of consciousness would almost be tempted (even for a few moments) to consider it for himself/herself.

Peter cites some research projects that were done with particularly violent and hostile children in which they were introduced to the creative arts, and whatever measures were used, their hostility toward their environment indicated significant and positive change. I assume if Peter mentioned it that it was a legitmate research project and the results were valid; however, it appealed to me so much personally, I accept it without further ado.

I know what painting and welding (my particular interests) does to my personality for the hours and days surrounding the event.

I am a particular devotee of war and have always enjoyed strategy, tactics, military analysis, etc.; as an economist, I always accepted war

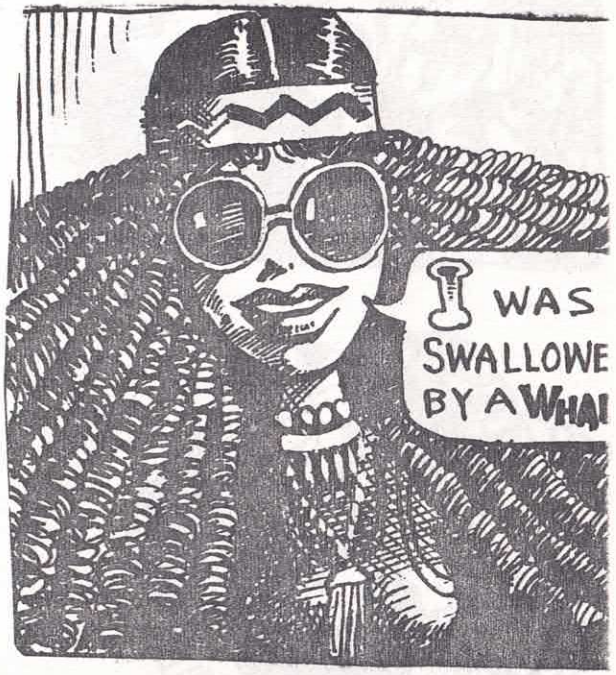
like a truck driver uses SPEED, maybe. However, I have my reservations, war certainly generates technological benefits and creates social change on a large scale; but the way it acts as an evolutionary process, vis a vis culture, survival of the fittest culture, doesn't seem possible on a small scale.

I THINK an alternative to the adrenalin high is sex; but probably less than 100,000 people in the entire world know anything more than the bareassed rudiments; it seems an impossible task. Maybe the aphrodisiac pill could have an effect, maybe in less than a century?

What does all this mean. I've suggested that we are in a period of consolidation. I've picked out the changes that the last seven years have produced on my perceptions that I think are worth preserving and using as a ground work for a new growth. In a few areas I've suggested projects that would form a genra of projects, in others; I've suggested framework for more thinking that might generate projects. So....

as an extremely powerful, autonomous and very powerful valuable variable in economic growth. I also like games and like the concept that gaming is a viable way of dealing with, and planning for the control of large scale processes. But I am torn by the recognition that there are countless cultures in the world that from the broadest value scale that I can accept are cultures that make it impossible for their neighbors to live in relative harmony. And to my knowledge cultural change on a real scale seems to occur only when an invading army comes in to live with a defeated population and a synthesis occurres. Even the residual effects of war on culture is powerful. The U.S. is on a continent populated by refugees of countless wars, including the black slaves who were captured by neighboring tribes for sale,to create this unique and new culture.

It is strictly intuitive with me that the use of sexual energy effectively could have broad scale impact on human social behaviour, especially considering the kinds of structures that have been created in society to supress these energies. However, this vision is like a tule fog, I can look straight up and see the sky but nowhere around me is anything visible.



STANFORD LAW SCHOOL
STANFORD, CALIFORNIA 94305

November 16, 1972

Mr. Richard Raymond
Portola Institute, Inc.
1115 Merrill Street
Menlo Park, California

Dear Mr. Raymond:

With deep personal appreciation for your support, I enclose a report on the work of last summer's legal research project.

Many, many thanks for the generosity that made the project possible.

Be well.

With good wishes,

Anthony G. Amsterdam

AGA:mh

cc: C. Grant Spaeth, Esq.

Encl.

145

To: Benefactors

From: Anthony G. Amsterdam

Re: 1972 Summer Legal Research Project

Date: November 16, 1972

This is a report on our Legal Research Project of last summer, made with deep gratitude to the several donors whose generous support enabled it to happen. I have delayed the report until this time because, as I shall mention, the Project's practical operations continued beyond its formal termination on August 31.

Part I of the report describes what was done in the course of the project: our work and its consequences to date. In Part II, I add a few reflections on the broader implications of the enterprise. Part III is a financial summary.

I. The Work of the Project

A. An Overview

Our budget authorized five student research positions to be maintained during the twelve weeks from mid-June until the end of August. Because several attractive applicants for these positions were available only for part-time work (and also because it did not become clear until the end of May whether we would be able to have four-and-a-half positions or five), I filled the positions by employing four researchers full-time and two researchers half-time. For twelve weeks' employment, full-time researchers were paid $1,500, half-time researchers $750. Two of the full-time researchers were second-year Stanford Law School students, two were first-year students. One second-year student and one first-year student were our part-time researchers.

The project generated considerable uncompensated volunteer work by students, in three categories. First, the six compensated student researchers put in many hours of overtime work on evenings and weekends during the twelve weeks of their employment. Although the professional character of their job and their dedication to it precluded any precise definition of the work for which they were paid in time-clock terms, it is fair to say that the actual number of hours which they logged far exceeded any reasonable expectation that I might have had. Second, four of the students remained in harness for five weeks after the payroll closed, helping me to complete work on an important Supreme Court case in which a petition for review based upon their summer research was filed October 5. Third, the existence of the steady work force provided by our compensated researchers allowed me to make efficient use of several additional students who volunteered smaller amounts of time at irregular intervals on an uncompensated basis. My experience is that, without a unifying core staff, piece-meal volunteer workers cannot make any significant contribution to major litigation campaigns, but that volunteers can be very productive when they are deployed in coordination with a full-time core staff. This past summer, they were very productive indeed.

Substantively, the research work of the Project was devoted to two major litigation efforts: the legal campaign to end capital punishment in the United States, and the advancement of new strategies for effective racial desegregation of the public schools. Student time was divided about equally between these two efforts during the summer.

B. Capital Punishment

On June 29, 1972, the Supreme Court of the United States took a significant step toward abolition of the death penalty by declaring that capital punishment, when administered through the discretionary death-sentencing procedures in use in virtually all American States, violated the federal constitutional guarantee against cruel and unusual punishments. This decision (Furman v. Georgia) was the culmination of the litigation campaign that I have directed for the N.A.A.C.P. Legal Defense Fund over a ten-year period, and it saved

six hundred lives at one swoop; but it by no means laid the capital punishment question finally to rest. Immediate steps were necessary, and were taken during the summer, to implement, solidify, and extend the Supreme Court's ruling.

1. The National Scene

On a nation-wide basis, two tasks required simultaneous attention in the wake of Furman. The first was to have the death sentences of the 600 spared men vacated as rapidly and their resentencing conducted as fairly as possible. The second was to lay the research foundation for the predictable next round of litigation over the death penalty: the round in which the ultimate question of the constitutional validity of mandatory death sentences would have to be faced.

Our research team worked at both tasks. Students prepared memoranda on the post-conviction procedures and technical problems involved in securing the vacation of death sentences in each State. These memoranda were provided to cooperating attorneys across the country: to date, about 350 death sentences have been vacated, and proceedings are in motion to vacate most of the remaining 250. The students also began research on the larger death-penalty issues left unresolved by Furman. This latter work is still in progress. It did not proceed as far as I would have hoped during the summer, largely because our research team was subject to the inescapable tyranny of the immediate. Law is the ultimate in practical sciences; and, try as we might, we could not evade Oppenheimer's Law that practical scientists will always give priority to the urgent instead of the important. Specific problems of enforcing Furman in several States occupied a large part of our attention during July and August:

2. Avoiding the Evisceration of Furman

In Delaware, Louisiana, North Carolina, Pennsylvania and Texas, prosecuting attorneys made concerted efforts to have their state courts take a narrow view of Furman and retain the death penalty in the form provided by the laws of those States. Our students researched the issues presented by the prosecutor's contentions; briefs or arguments based

upon our research were presented to the Supreme Courts of North Carolina and Pennsylvania (where we prevailed) and the Supreme Court of Delaware (where we prevailed in part and failed in part), and will be presented to the Louisiana Supreme Court and the Texas Court of Criminal Appeals. The students' basic research will also enable cooperating lawyers to prepare similar briefs and arguments in a number of other States where prosecutors are showing signs of resistance to Furman.

3. Obtaining Fair Resentencing of Condemned Men

Since 1967, we had had a class-action habeas corpus proceeding pending in a federal district court in Florida, challenging the constitutionality of the death penalty in that State. The federal court had issued a class stay of execution; it was this stay that kept the 90-odd men on Florida's death row alive for five years preceding 1972. In the wake of the Furman decision, the Florida Attorney General asked that the federal class action be dissolved, on the ground that there was no longer any need to maintain it. This was disingenuous, for the Florida Legislature had just passed a statute providing that, in the event of the constitutional invalidation of the death penalty, all previously death-sentenced men should be resentenced to life imprisonment without the possibility of parole. That statute was to go into effect on October 1, 1972, and the Attorney General's purpose was to delay resentencing of the condemned men until after its operative date. We believed that resentencing these men -- who originally should have been sentenced either to life imprisonment with possible parole, or to some shorter term of imprisonment -- to life without parole under the new statute would have been not only manifestly unfair and prejudicial to the interests of justice, but also an unconstitutional ex post facto practice. (It deserves note that the top officials of the Florida correctional system were themselves unofficially horrified at the prospect of life-without-parole sentences, although they were bound by the Attorney General's position.) With the students' aid, we convinced the federal court to continue the class action and to enter an order vacating all Florida death sentences in time to allow resentencing prior to October 1. Notably, a number of previously condemned men were resentenced to sentences of less than life imprisonment upon the basis of favorable

corrections department reports; the rest have been resentenced to life, but with parole eligibility.

Problems of resentencing condemned men have also arisen in Alabama, Georgia, Tennessee, Texas and Virginia. In Georgia, the Attorney-General is seeking life imprisonment without parole for all condemned men; in the other four States, the primary issue is whether men condemned to die for rape (where the death sentence was provided by state law as an alternative to sentences of life imprisonment or to lesser terms of years) should routinely be resentenced to life, or should have judicial consideration for possible lesser sentences. Our students did research in support of the position, which is now being presented in the courts of these States, that each previously condemned man is entitled to individualized judicial consideration for lesser sentences than life imprisonment if appropriate on the facts of his case. We have already prevailed upon that argument in the Supreme Court of Virginia; decisions from the highest courts of the other States are expected shortly.

4. California

Even before the June 29 decision of the Supreme Court of the United States in Furman, we had secured a ruling of the California Supreme Court outlawing the death penalty in this State under the state constitution. Early in June, an initiative state constitutional amendment was qualified for the November Ballot which would restore the death penalty as a matter of California law. After the June 29 decision, the students and I prepared and filed a lawsuit in the California Supreme Court seeking to keep the initiative off the ballot, because of its inconsistency with the federal Constitution as construed in Furman. Unsurprisingly, the California Supreme Court declined to pass on the constitutionality of the initiative prior to its submission to the voters. But the Court expressly reserved decision on the claims that we presented; the lawsuit served valuable functions in educating the Court and the legal community concerning grounds of constitutional attack upon the initiative; and we are now adequately prepared and advantageously positioned to attack California's new death penalty law in the first case where it is actually sought to be applied.

B. School Desegregation

The Project's efforts in the field of public school desegregation concentrated upon two areas: (a) preventing the application of §803 of the Education Amendments of 1972 -- which could be read as staying federal-court desegregation orders pending appeal -- in such a fashion as to undercut much of what had been achieved in eighteen years of litigation following Brown v. Board of Education, and (b) developing sound legal theories to support effective metropolitan (i.e., multi-district) school desegregation.

1. The Desegregation Stay Statute

On June 23, 1972, the President signed into law an ambiguous rider to the Education Amendments which threatened to make federal court desegregation orders unenforceable pending protracted appeals, and thus to reinstate the painful era of "all deliberate speed" -- actually, all imaginable procrastination -- that the Supreme Court had finally closed out in 1970. Our students prepared analyses of the rider which established (i) that, properly contrued, it did not apply to cases in which desegregation orders were required by the Constitution; and (ii) that, if applied to such cases, the statute would itself be unconstitutional. Our analyses were incorporated in a form brief circulated by the N.A.A.C.P. Legal Defense Fund for use by its attorneys and others in the hundreds of cases in which school boards sought stays of desegregation orders immediately following June 23. On the basis of this brief, federal courts of appeals regularly rejected stays; and, during the period between August 22 and September 1, three Supreme Court Justices also denied stays in five cases. (Justice Powell's order in Drummond v. Acree received wide notice because the Justice wrote an opinion fully adopting our legal position; but, during the previous week, Chief Justice Burger and Justice Rehnquist had each denied stays in two cases of a similar sort, without written opinions.) Finally, on October 16, the full Supreme Court Bench denied a stay in Memphis Board of Education v. Northcross. Our position has therefore now been firmly established, and the danger of misapplication of §803 to obstruct desegregation has been avoided.

2. Metropolitan School Desegregation

Cases arising in several metropolitan areas raise the question of the power of the federal courts to order consolidated school desegregation plans for multiple school districts. The power is vital for effective desegregation, for two principal reasons. First, the arrangement of school district lines in many metropolitan areas makes desegregation altogether impossible if those lines mark the limits of desegregation plans, because the central city districts are areas of essentially all black residence. Second, in other metropolitan areas, extensive cross-district bussing is necessary for the desegregation of single districts, whereas a greater degree of desegregation could be achieved with far less bussing if school district lines were ignored in a metropolitan desegregation plan pairing contiguous areas of black and white residence divided only by the artificial district lines.

Two key cases presenting the complex issues of metropolitan desegregation involve Richmond, Virginia, and Detroit, Michigan. Our students did considerable work on these two cases, producing memoranda that were used in argument before the Sixth Circuit in the Detroit appeal and assisting me in the preparation of a petition to the Supreme Court of the United States to review the Richmond appeal. Both cases are now awaiting decision.

Our research on the issues of metropolitan desegregation led us to a thorough reassessment of the strategies for litigation attacking so-called de facto segregation (i.e., segregation outside the South) in non-metropolitan contexts as well. One of the summer researchers is presently working with me, on a volunteer basis, to prepare a memorandum reviewing and criticizing those strategies, for the use of civil rights lawyers handling school cases.

II. A Summary Evaluation

The 1972 Summer Legal Research Project was (I ashamedly confess) not my idea in the first place. I had, to be sure, used student research assistance in litigation matters in the past, but it had never occurred to me to attempt to put together a summer team of this size,

capacity and organization. That idea initiated with two first-year law students, Frederick Baron and Conway Collis, who became aware last winter that I was handling a large volume of civil-rights and civil-liberties and poverty-law litigation, that this included several large-scale "impact"-litigation campaigns, that legal research to support these campaigns was badly needed, that many qualified law students would welcome the opportunity to involve themselves in the campaigns and to provide research support during the summer, but that I had no funds available to compensate students for summer work. Rightly perceiving that I lacked either the boldness of imagination or the energy to dig myself out of this deplorable situation -- let alone to convert its damnations into the blessings that they potentially were -- Frederick and Conway conceived the Summer Project. They then achieved the remarkable double feat of first convincing me that the project was possible and then enlisting the support of our angel, Grant Spaeth, who -- through the generosity of the addressees of this report -- made the possibility a reality.

The objectives of the project, as Frederick, Conway, Grant and I envisaged them, were three-fold: (1) to supply student manpower for the research necessary in order to conduct effectively the legal campaigns against capital punishment and for school desegregation; (2) to provide an opportunity for student involvement in legal work directed at significant social reform; and (3) possibly to create a structure that could continue and grow, and thus become capable of providing for a longer term both those same manpower needs and student work opportunities in legal fields of pressing social concern. In particular, we saw a unique role and opportunity for law students to provide the kind of intensive, thorough, depth research that major legal campaigns require and that the lawyers who conduct them on behalf of over-worked and under-financed civil-rights and civil-liberties organizations seldom have the time to do.

Looking back now at an accomplishment which I have no hesitation in judging because it was so completely the product of the students' efforts and your support, rather than my own, I can comfortably say that the project realized two of its three goals exceptionally well. The students' legal research made major contributions to the advancement of the legal battles against the death penalty and for effective public school desegregation; large strides on both fronts were taken that would have been quite impossible without the students' work. The students themselves found a

productive outlet for their aspirations toward legal work affecting significant social change; they intensified their dedication to this sort of work, proved to themselves that it could be done and that they could do it (a matter of no small moment at a time when the enormity of social problems tends to drive many high-minded young people to despair), and also gained considerable experience in kinds of legal work that most law students (and, unhappily, most lawyers) never see.

The Project was less successful in establishing itself as an ongoing operation. The first-year students involved are eager to see it continued next year, and some precise planning for the future has been pursued, but it has not proceeded very far because of the press of immediate work. Nevertheless, the operational success of the summer's work itself -- produced through a program conceived by students and wholly put together by their efforts -- established both what needs to be done and some ways to set about doing it. If the program is indeed to be continued in coming summers (moving, perhaps, into areas such as prison reform and police-community relations, which deeply concern us), it will be important -- and the students are committed -- to have adequate manpower resources so that ample time can be expressly reserved for organizational activity looking to the long-term perpetuation of the enterprise.

It remains only for me to give thanks where thanks are more than due:

> to Dean Ehrlich of the Stanford Law School, who -- in this matter as in all others where imagination and courage are necessary to break away from tried paths into newer, riskier, but more promising ways -- was unfailingly supportive;
>
> to Grant Spaeth, who made our objectives his own, and gave us both the hope and his selfless, tireless energies to pursue them successfully;

to each of you, our donors, who had the faith to sustain us, not only with your indispensable financial support, but with the encouragement of knowing that our goals were not unworthy of your commitment; and finally

to six great young people in particular -- Frederick Baron, Jon Blue, Conway Collis, LaDoris Cordell, Sandy Levinson, and Jim Rainie -- and many more like them, whose labors will win the future, and whose aspirations make it worth winning.

III. Financial Summary

Total Gifts		$ 8,450.0
Total Expenses		$ 8,640.0
Salaries	$ 7,500.00	
Four full-time researchers, at $ 1,500.00 each	$ 6,000.00	
Two part-time researchers, at $ 750.00 each	$ 1,500.00	
Benefits (15.2 % of salaries)	$ 1,140.00	
	$ 8,640.00	
Deficit		$ 190.00*

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* I am able to make up a deficit of this amount by drawing upon the limited litigation expense fund provided by the N.A.A.C.P. Legal Defense Fund for my work with that organization in the capital punishment and school desegregation areas.

MEMORANDUM
To: Huey Johnson
From: Greg Archbald
Re: Point Agent Grant
Date 21 March 1972

Preliminary

The Point grant comes to me like a major installment in a dream I had about 4 years ago. Then, I left law practice because of the ideological conflict I felt with the profit motive. A guy gets all that training and then in the usual case burns about half of his time hustling for the big profit, being a theologian for the status quo, and going off on vast ego trips (the Corporate Lunch, the Old Boys' club, etc.). I wanted to use my training and experience just about full time for constructive purposes and do away with all that. Now there is this great chance to be free for at least a year to accomplish some things you and I have planned and pondered for the last few years.

Point Grant Plan

What I hope to accomplish with the grant is a two stage affair:

1. First, use it to stay alive while I do most of the groundwork necessary to launch a major assault on land conservation and land use problems in the nation. Since we have worked together on this concept there is no need to detail it for you here, but I'll add an explanatory bit for other readers.

The idea is to create a non-profit land acquisition organization, with access to massive loan capital, which will pre-acquire urban oriented open space land for the public. No existing private group is doing this and there is a great need - both of the potential users penned up in the cities and of the governmental agencies

which scarcely have the ability to put transactions together. By being flexibly independent, non-governmental, expert, and having certain tax advantages, the organization can get land for prices well below what government agencies can accomplish. The savings can be passed on to the taxpayers when the land is sold to a public agency, even with a modest overhead charge collected to run our organization. By acquiring many millions of dollars worth of land, there will be enough funding generated to run a high powered "Center" for innovative action on land use problems. Just saving land isn't enough. The underlying problems have to be attacked and changed. The "Center" will be a true offspring of the Point concept, making grants to key people who can accomplish change - in this case focused on land use problems. Building the "Center" program to work effectively is one of my major jobs under this grant. There will be a range of programs, but the goal is nothing less than radically changing the land use habits of the nation, possibly even developing exportable lessons for the world community.

2. There isn't much sex appeal to what I'm doing at the moment. To use a destructive analogy in a constructive case, it's a bit like a time bomb. Nobody notices it until it goes off with a roar. So, I'm in the ticking stage now, quietly doing the homework necessary to bring this thing off. Still, I'd like (as POINT would) to use my grant for more than just buying my beans while I do this work. Thus, I hope to make the bean-buying period just as short as possible by raising funds for our new organization that will take care of my salary. Then the balance of the Point grant can be used for some innovative projects with current visibility and impact. Since

I do not know exactly how much balance will be available, it's hard to plan specifically yet. I have some ideas about litigation which I'm considering but would like to keep them off paper until a later report.

Summary

In summary, I'll use a portion of the grant for an interim period during which a new land conservation and land use problem solving organization will be formed and funded. That organization will then take off on its own and generate many multiples of the original grant, while making major steps toward solving the land use problems of the nation. The balance of the grant (when known), will be used for a high sex-appeal project - probably litigation- which I'm pondering at the moment.

Reporting Details

Received my grant on March 4th and immediately deposited it in a special savings and loan account to draw interest (and, presumably, to finance some poor soul buying his dream house in Cinderella Acres on former orchard land - there ought to be an alternative bank). Started first day as Point agent on 16 March. Will report monthly on the 15th.

With many thanks!

Greg

Greg Archbald

160

MEMORANDUM

To: Huey Johnson
From: Greg Archbald
Date: 15 May 1972

Re: Point Agent Report

This report covers the month from March 15th to date. Quite a bit of progress has been made.

During the month, we ran into some resistance from the State Franchise Tax Board which wanted some further questions answered. We could see a long delay in potential correspondence, so cut it short by going personally to Sacramento. Got all the questions answered and the tax exemption was granted on the same day. That meant we could file the articles of incorporation, so on May 5th our test organization, "The Trust For Public Land" (TPL) came into existence. Application for federal tax exemption was then filed with the IRS, with Tom Silk working to get it through quickly. Even so, it'll probably take a couple of months to get the clearance.

Meanwhile, I finished drafting the proposal for the first operational funding and spent some time running it by key people for their reaction. The process of drafting the proposal was a real shake down. A lot of earlier ideas were tossed out or refined and the whole thing become much more clear in the end.

Next steps are aimed at putting real people in the paper structure, to have the first board of directors meeting, and to get the proposal submitted to funding sources. Hard work coming up also on creating the multi-million dollar line of credit we will need for land transactions.

Greg

Greg Archbald

GREGORY ARCHBALD
ATTORNEY AT LAW
SAN FRANCISCO
215 MARKET ROOM 1118
PHONE 989-3056

September 5, 1972

Board of Directors
Point
c/o Huey D. Johnson
55 Elm Avenue
Mill Valley, California

Dear Huey (and Point):

Here is my report for the September board meeting. It's a good time for this report, because all the groundwork done over the last months seems very near the point of paying off. Here are the major developments since my last report.

1. We not only got state and federal tax exemption under 501(c)(3) for the concept, but we also have a letter ruling The Trust for Public Land to be a public charity for a presumptive two-year period. This puts TPL in the best possible position to receive starting grants.

2. After a lot of preliminary work, we launched discussions at top levels with a "major lending institution" concerning a line of credit for land transactions by TPL. Our goal is a $100 million line. We were very pleased to get a positive response for an initial $50 million, at favorable terms. Negotiations on this are continuing, and other institutions, including foundations, will be approached.

3. Last week I completed the final draft of our first TPL proposal for operating funds, and the proposal was sent to the first two of a list of prospective sources. We are really excited about the proposal, holding the humble opinion that it will spin more than one foundation director around in his chair. It proposes a truly major assault on the open space problem of the nation, seeks $1.3 million for a three-year test period, and proposes that TPL will be fully self-sustaining (from land transactions) after the three years are up.

4. I have made trips to Los Angeles, Washington D.C. and Pittsburgh concerning the credit line, funding sources, and future relationships with The Nature Conservancy. We have tried to design TPL to be complementary to The Nature Conservancy, and have kept TNC informed of our progress from the beginning. This really paid off recently when we were in Washington to talk with the National Office staff. They are very enthusiastic about TPL, and have offered us their complete support and cooperation. This is a very important accomplishment since almost every person, foundation or agency with whom TPL will deal already knows and respects TNC.

5. Have spent a fair amount of time looking for future staff members and office space. We will need a staff man with excellent credentials in real estate finance and business administration. Have found one Harvard MBA with hair, integrity and brains, who is working in a high-powered real estate investment trust and would like to get out. He may be our man. After flirting with dreamy office concepts in Sausalito and Tiburon (old ferry boats, etc.), we have decided that - at least in the beginning - it will be tactically important to be lodged in the old power web in downtown San Francisco.

6. Wendy and I had our first baby on August 9th. Douglas Gregory Archbald. Came out with his eyes open, looking around!

* * *

In closing this report, I had better mention an important point on the negative side. This is the so-called "Watson Amendment" which will appear as Proposition 14 in the November general election ballot. The measure was put on the ballot through a heavily-financed effort of real estate development and agribiz interests, led by L.A.'s county assessor. It is being billed as a property tax relief measure to homeowners, but is in effect a sweeping change to the entire financing of governmental programs which would be locked into the State constitution if it passes. It would affect nearly everyone in one way or another. Among these are charitable organizations which hold land free of property taxes under present laws. The amendment would put some of these laws into question legally, and appears to make most future exemptions dependent on a two-thirds vote at a primary or general election. Land saving organizations like The Nature Conservancy or the proposed Trust for Public Land could be seriously weakened or even put out of existence.

We are studying the amendment in detail, and would welcome the input from any other Point agents who may be doing the same.

That's all for now.

Best regards,

Greg

Gregory Archbald

GA/sn

POINT
January, AGENT report
Stewart Brand

On Thursday, Jan 13, 1972, I was asked could I hurry to San Rafael to the Grateful Dead's office to take part in a meeting with Jerry Garcia and Rolling Thunder, no reason given. Using my own reason of needing current 'Indians and the Counterculture' information for an article requested by the Smithsonian, I duly hurried to San Rafael. Rolling Thunder turned out to be an old-young serious Western Shoshone. Also present were a Chumash gent (supposedly extinct) named Seymoo and a Sioux nurse, activist, and medicine lady named Stella Leech. The meeting, it turned out, was to organize a series of benefits to raise money to help Traditional Indians of all tribes.

Hypothesis: The good of Traditional Indians is good for the Indians, good for those of us who learn from them, and ultimately good for the health of the continent. Traditional ways preserve the identity and pride of a tribe. They connect the present and future with America's deepest past, deepening our sense of responsibility and manners here. Finally, Traditional Indian religion is strong wholesome medicine.

Secondary Hypothesis: This group is solid enough and their experience hard enough (Alcatraz, etc.) that they can really pool the money and effectively disperse it to tribes needing legal help, to medicine men needing stay-alive money, to bail money, etc. Furthermore, Jerry Garcia is responsible enough and the Dead entertaining enough to make the benefits work.

Action: I participated enthusiastically in the meeting, questioning the Indians on how willing they were to once again undergo high visibility, and offering some advice on the feasibility of a Woodstock-style final benefit. After the meeting, Jerry Garcia and I agreed to split the cost of a six-month $1,000/month salary for Stella Leech so she could work full-time on organizing the Indian side of the benefits. Later I talked with Free Agent, Jerry Mander, about who might help on publicity and with Free Agent. Huey Johnson, about who might have suitable land for a country benefit (one strong suggestion). I indicated at the meeting that if it were needed we might get some help or endorsement from the Smithsonian Institute.

Critical action: I felt that one effective Indian working full-time on the project was going to be the key, and ponied-up $3,000 to Stella Leech accordingly.

Gravy: All this is pure good information for the 'Indians and Counterculture' piece, whose usefulness I cannot foresee.

January 1972, AGENT Report

Stewart Brand

A slow month. Most of my activities were in pursuit of program and structure for POINT, whose working hypothesis remains to be fully revealed but includes at least 1) Being a counter-foundation; 2) Dealing individual-to-individual rather than institution-to-project; 3) Pursuing leanness, rigor, and surprise in good-doing.

I chaired two meetings, one of the POINT Board -- a tumultuous but Agent-selecting meeting at the English home and a delirious attenuated meeting of all Agents at Glide. In both, my task was the usual of getting all voices heard, getting decisions taken and getting through the agenda.

I received a tantalizing call from Marlon Brando who invited my involvement in a Whole Earth-based ecology film and development of a scientific community on a South Pacific isle. I agreed to help all I could -- in part just to get out and doing in other parts of the universe than Menlo Park, and because with travel among the ecologically active I might do some Agent Johhny Dollarseeding. No further ~~work~~ word from Beverly Hills, however.

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At a subsequent meeting of the Traditional Indian Cultural Foundation group I found that Stella Leach now had the chair instead of Rolling Thunder and she said it was because she was now salaried. I meddled; hope I didn't fuckup. So far it looks okay.

I spent much of the month deep in thought or study, some of it anxious, some productive. The most useful research source was Martin Buber's I and Thou (Kaufman translation). A 'Biology and Social Responsibility' course at Stanford and a pilot's meteorology course at Palo Alto Adult School livened up my metaphors for a month.

I feel like a teenage curmudgeon.

----- S.B., Jan 31, 1972

THE NORTHERN ROCKY MOUNTAIN ENVIRONMENTAL ADVOCATE

1015 PEOSTA AVE., HELENA, MONTANA
59601
TELEPHONE 406-442-6615

INTRODUCTION

The Idaho-Montana-Wyoming region of the United States is presently experiencing a phenomenal increase in demands on the use and development of both its natural and human resources. These unprecedented demands stem primarily from this country's unparalleled standard of living that particularly effects this region in the form of needs for energy, minerals, food and recreational opportunities. As a result, exploitation of both the region's natural and human resources is occurring to such an extent that the area's ecosystem is undergoing large scale changes that jeopardize its future existence.

Within this three state area, there are individuals and groups who are concerned and committed to the task of trying to prevent gross exploitation of their environment and their fellow man. Many are trying to effect social change to improve the quality of the region's man-environmental relationship and to minimize environmental degradation. However, such efforts are greatly hindered due to communications problems, accessibility and lack of concrete knowledge concerning the various issues. Moreover, there is a need for a working knowledge in the areas of organizing, change tactics, strategies and social power building. Such an expertise is essential for any effective change advocate, particularly if one is working to effect social change in the direction of ending wanton human and natural resource exploitation.

With such needs in mind, it would be extremely useful if a person or team with appropriate expertise could be available full time to assist in providing the necessary communications and action skills to the region's activists who are working toward some kind of liveable future where individual freedom and creativity can be maximized within the region's ecological and social constraints. Thus, the role of a professional environmental advocate.

GENERAL PURPOSE OF THE NORTHERN ROCKY MOUNTAIN ENVIRONMENTAL ADVOCATE:

To assist in developing and/or enhancing the effectiveness of deliberate social action directed at environmental and social problems within the three state region of Idaho, Montana and Wyoming.

RESPONSIBILITIES OF THE ENVIRONMENTAL ADVOCATE:

1) to be accountable to the region's people,
2) to identify and work with the region's environmental and social activists in assisting them in their tactical and strategic thinking,
3) to establish a viable information flow between the region's various environmental action groups and individual activists,
4) to identify and whenever appropriate incorporate into the region's environmental and social action arena those experts in the relevant fields of environmental studies who can lend valuable assistance in social problem solving.

THE ENVIRONMENTAL ADVOCATE IS NOT:

1) a highly visible leader of action groups, but rather an invited advisor to existing and/or potential leaders,
2) solely a communications coordinator, but rather a social action advisor in strategy and tactics.

WHO IS THE NORTHERN ROCKY MOUNTAIN ENVIRONMENTAL ADVOCATE?

William L. Bryan, Jr.

Born and raised on a small farm in Maine, Bill majored in Zoology at the University of New Hampshire. He has both a Master's Degree in Environmental Education and a Ph.D. in Environmental Advocacy from the University of Michigan. His doctoral research bridged the fields of environmental studies, ecology, and social psyhcology. It involved a systematic examination of the tactical and strategic thinking of ten notable environmental activists (i.e., David Brower, Clancy Gordon, Saul Alinsky, John Esposito, Victor Yannacone, Huey Johnson, etc.) to determine if there are some basic similarities in their methods of operation that could be of value to other social change activists in carrying out their work.

Bill has had work experiences in developing environmental education programs for school systems, political organizing, teaching, public speaking, environmental policy planning for a state department of natural resources, and tactical and strategic consulting for various social interest groups.

He and his wife, Susan, reside at 1015 Peosta Ave., Helena, Montana, 59601.

FUNDING

Funding comes from a variety of sources committed to the previously stated philosophy and responsibilities of the

environmental advocate. The non-profit financial structure is being provided by Portola Institute of Menlo Park, California. Specific monies are presently coming from the Point Foundation (Whole Earth Catalog funds), Trout Unlimited and private benefactors. Any donations are to be sent to the Point Foundation, Menlo Park, California. Apprentices and assistants to the advocate generate their own funds for subsistence.

COST OF THE ADVOCATE'S SERVICES

The advocate's services including travel are rendered FREE of charge unless those seeking help can afford a renumeration. It is hoped that while traveling those individuals with whom the advocate is working can provide room and board to help minimize expenses.

THE FUTURE OF THE NORTHERN ROCKY MOUNTAIN ENVIRONMENTAL ADVOCATE

It is anticipated that the establishment of the environmental advocate in this region is the beginning of an on-going vehicle of social action that can be expanded to fulfill similar responsibilities throughout the Rocky Mountain Region. Hopefully the present advocate can work toward the joining of forces with other advocates to build a sophisticated action center that concentrates on environmental problem solving throughout the region.

September 1, 1972

An Assessment of my work over the last four months as the Northern Rocky Mountain Environmental Advocate

by William L. Bryan, Jr., Ph.D.

November 1972

After three hectic months of trying to fulfill the responsibilities of the Northern Rocky Mountain Environmental Advocate, I must pause a moment and reflect on a couple of points that have emerged concerning my methods of operation. These topics involve entry and the outsider image, personality, environmentalists, feedback, and over commitment. Hopefully the following discussion is of some use and interest to those in the capacity of consultant, advisor, facilitator, etc., with a basic purpose being that of helping individuals or groups in improving individual skills in the social change process.

My role has primarily been that of helping people at their request in their tactical and strategic thinking on how to problem solve, and more important, how to win politically. To work satisfactorily in this capacity, I find myself performing a general handyman's function. My missions have included grass roots organizing, restructuring community organizations, leadership training, coordination, developing communications linkages between indigenous groups and specific issue experts at a national level and regional level, as well as regional and national media, offering feedback, giving fight talks, performing the role of environmental education consultant to schools, etc. These roles, as well as others, have given rise to the following points.

Entry and the Outsider Image

Being an outsider working in a region reknowned for its independence and sometimes outright hostility to "foreigners", I have had to be extremely careful in initial interactions with

indigenous folk. My approach has taken several directions, but I have primarily attempted to take great pains to identify and build relationships with selected influentials in the area of public interest (especially the environment), and have used them in developing initial credibility for my particular role. When first coming into the Northern Rocky Mountain Region, I had two important contacts who knew me fairly well and were generally in favor of my intended mission. One was Clancy Gordon, Environmental Studies Program Director at the University of Montana, an expert in selected air quality issues, and a social activist. The other was John Turner, state legislator and dude rancher out of Jackson, Wyoming. They proceeded to either introduce me or steer me (with the proper groundbreaking on their part) in the direction of other individuals who they thought might figure prominently in my work. A spillover effect ensued with me being able to monitor the direction of the "spills" in keeping with issue priorities. For instance, I have pursued potential contacts with coal issue related people much more intensively than I have with individuals involved in wilderness issues. This is due to the fact that the social and ecological implications of coalfield development are more consistant with my social philosophy and goals than the issue of wilderness preservation.

In initial contacts with people or with entry into a project area, I attempt to keep well in mind the fact that I am an outsider. I try to clearly articulate that I recognize my position's limitations and advantages. Moreover, I emphatically stress the point that I do not intend to view myself as the great white knight in shining Ph.D'ese that has ridden into town to save the people. I also make it clear that I am not seeking to build a high profile but rather view myself as a resource who can be utilized with the intent being to help make the person or group already in the fight more effective in their action process. This usually requires a low visibility profile with

whatever publicity or credit going to those I am helping.

It is important to also stress the point that I do not plan to barge in unless my services have been solicited in some way. Consequently, I find that when I make myself available some will then ask for assistance, others adopt a wait and see attitude. It depends on several things, such as initial contact, who was the intermediary, how I came across, their ego hang ups, and how desperate they are. I do find that once one recognizes that my services are free, the potential for my involvement is greater. They see that a different perspective to the issue might help and that once given, they can then choose to reject it, ignore it, or place it in the circular file. This really puts me on the line as I have to prove myself to them using their criteria.

Immediately after project entry two fundamental issues arise. One involves the importance of primarily being a listener, and the other stresses the fact that action initiatives on my part occur only after having judged timing appropriately in terms of the message, the relationship I am building, and where my target is. The latter point is basic as one has to realize the importance of starting from where the target is, not from where the change agent is. This not only takes a feeling of sensitivity towards the target and being able to adjust accordingly, but at the same time not allowing any compromise in one's own convictions, values, and responsibility priorities. I cannot stress this point enough!

Finally, I want to specifically illustrate several points I have made thus far with regards to entry. Recently in northern Idaho I apparently had given some good "vibes" to an attorney who a short while later needed help in a case in which he was involved. He apparently was willing to take a risk with me as he is well known in the area, the issue was a page one item, and his clients had a great deal of faith in him. Upon arrival, he provided me with background data, held a meeting with his clients with the purpose being to introduce me, and furnished me with a

variety of contacts. I then proceeded to take the issue from there. This incident demonstrates successful entry whereby the initial contact with an influential had been successful, resulting in issue invitation and well oiled issue entry.

Entry failure in another instance further emphasizes the critical and delicate nature and procedure of initial contact. When planning to go into northeastern Wyoming to help start a grass roots citizen organization, I carefully planned entry proceedings with an invitation to an individual from the central part of the state to come to the area to introduce me to certain key people. I happened to come into the area early in the day before my legitimizing contact arrived. I proceeded to meet with an individual who had originally asked for help from my legitimizer, who in turn had sent the request on to me. This turned out to be a disastrous move as there was another individual who was fairly influential in the area who was slighted by the oversight of my not seeing him first. Both my legitimizer and I had not realized this; nevertheless, my relations with the slighted individual became strained and it has taken a long time to try to repair them, with the consequent reduction in my own work efficiency.

Personality

There is little doubt in my mind that personality plays the major role in issue entry. I will not pretend to describe the many traits that come into play in initial interaction, but I will identify and comment on a few of them.

The most important trait is to be completely people-oriented, both in deed and action. While meeting and working with clients I continually stress the point that I am committed to people, not to trees. These words must then be implemented into action. While many have been impressed by such rhetoric, they wait to make sure that my subsequent actions demonstrate that I mean it.

This so-called people orientation needs to be exhibited in many ways. Paramount is a genuine sensitivity to how people think

and why, their traditions, orientation, and idiosyncrasies. Also essential is a sense of how I communicate as well as how I should or could be more effective at it. I feel that such sensitivity is a basic operating style of those trying to help people to help themselves, particularly involving concerted attempts to bring about a basic re-allocation of social power toward people.

Another basic element in being people oriented is that their objectives and needs become yours. Too often outside assistance has its own objectives that are attempted to be thrust down the throats of clients and at the same time ignore the latter's basic needs for help. A good illustration has been occurring in he coalfields of eastern Montana. Many environmental issues such as strip mining, air pollution, potential water shortage, etc. are very much a part of the major social problem that looms in the area. Consequently, environmentalists are arriving in droves to defend the environment and (I almost forgot) also the people! Regretfully such outside "resources" bring in their own interests, objectives and legacies. These often do not coincide with the basic interests and needs of the indigenous people of the coal region. Nevertheless, environmentalists set up their shop, express platitudes of resident social concerns, do their thing, and leave when their objectives are accomplished. Despite the valid potential these resources might have, their actual services often take on the exploitive characteristics of the coal and utility industries. There is not much difference in either one if both serve primarily for themselves at the expense of the local people. This is not a people orientation!

Another essential characteristic of an ideal personality in my work is the capability of being comfortable in a low visibility profile position. This means having an ego that does not require public visibility or an obvious group leadership role. Rather, ego gratification must come from observing those with whom I am working and involved with as they win or are successful in working toward attainment of their objectives. This might not mean that

such clients undertake action approaches consistant with my methods of operations or instructions. They might not even give credit where credit is due. Rather, it is essential to keep in mind that my primary responsibility is to help people help themselves and not to help them aide me in gaining visible brownie points. [1]

Another important personality trait that must be prevalent in one's actions is having a sense of humor which includes the ability to laugh at oneself. I find that the serious aggressive individual with little humor tends to turn people off. There are many environmental activists who seem to lack this quality and inevitably limit their sphere of influence as people enjoy comic relief, even in a tight situation.

Feedback

It is essential to get continual feedback as to how my presence and actions are being viewed by those with whom I am working. In order to do this I must clearly identify what it is that I want feedback on, relationships with specific individuals, the credibility of my advice, how many wins (and what consitutes a win?), my methods of operation, etc. Then I must identify how and in what way I can obtain such feedback.

One of my most helpful feedback resources has been Clancy Gordon who agreed at the outset to be an informal advisor to my work. I have made a habit of trying to see him every few weeks to explain what I am up to and how I am going about it. He does his own monitoring of my actions through various contacts. As a result, he has provided me with very helpful insights, evaluations and constructive criticism that have been most helpful. Clancy is

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[1] This is not only exceedingly difficult to do but it is also an important factor in evaluation. In order for me to continue in my work I need success stories that clearly show my role in the consequential actions so that I can get financial help. However, I cannot take toomuch credit for I must not let those whom I have helped think I am exceeding my boundaries.

not afraid to tell it like it is; furthermore, he is capable of being very positive when the situation merits it. I find such a relationship valuable to the point of being essential.. One in my position with the resulting responsibilities needs such an informal monitor, evaluator and confidant, for the job can not only be insulating, but also very lonely in a professional sense.

Another source of feedback worth mentioning comes from people with whom I have been working. I have built a relationship with such people as Keith Becker of the Wyoming Outdoor Coordinating Council whereby he is now very open about explaining to me how I am coming across to people in Wyoming. This has proved to be very valuable in recent work there.

One of the concepts stressed in my dissertation research was the importance of doing post mortems after an action. I tried this the other day with some Northern Plains Resource Council members after several actions in which we were involved in Sheridan, Wyoming. I started off by asking for a critique of my speech which proved helpful to me. Then we began to analyze what the Council has been doing. As a result, some potentially important intragroup conflicts were identified, discussed, and action planned to resolve them. This proved to be very insightful to the executive secretary as he had not realized that there were certain personal conflicts among the staff. It also helped me as I received feedback as to how I was relating to the Council's staff members as well. Although many benefits came from such reflections in this instance, I realize I cannot initiate such an activity at every chance I get. This is because some trust relationships must exist and those to be involved must be at least open to such conversations. Therefore, a calculated risk on my part is involved that can only be minimized by experience and a sensitivity to those with whom I am working.

Overcommitment

I have been faced with an incredible number of issues in which I could be involved. However, Clancy Gordon made a strong plea to choose a few issues, stay with them, and do those well. This is easier said than done, and is easily one of my biggest limitations. I have tried to concentrate on one issue -- coal -- in both Montana and Wyoming. I am also involved in one issue in Idaho concerning a proposed Burlington-Northern switching yard. These projects alone require many people to really do the organizing and action initiation work that is necessary. Nevertheless, I am trying to do what I can.

I will admit that I have given input to many other issues and will most likely continue to do so. However, my help here is limited to hearing out what is going on and offering verbal suggestions when appropriate.

My wife, Sue, has been doing an essential job of keeping the office under control, typing, clipping news articles, and bookkeeping. Moreover, Jeanne Hjermstad, who has a Master's degree in Environmental Advocacy, has also joined the team. She has already multiplied the effectiveness and input range of the office. Aside from her work, she will be most helpful in offering feedback to me as well as forcing me to delegate responsibility. I view this to be a learning experience in itself.

Specific Issue Involvement to Date

Project	My Role
Alternative School (Missoula) -	Input on building a political power base
Youth Center (Post Falls, Idaho)-	Input to high school students on organizing, selling the concept and raising the money.
Clearcut issue (Bitterroot Nat. Forest) -	Ideas on how to confront U.S.F.S. using different strategies, etc.

Issue Involvement (continued)

Project		My Role
Burlington Northern Switching Yard (Rathdrum, Idaho)	-	Gave citizen group confidence that they can do something; how to gain publicity; how to build power base; formation of coalition, etc.
Northern Plains Resource Council (Billings, Mont.)	-	Reorganized it; helped write its statement of purpose; helped to organize grass roots org. members; leadership training; action input, and a wide variety of other things. This [redacted] is my number one task.
Landowners Group (Northern Cheyenne Indian Reservation)	-	Helped organize group concerning coal development; gaining publicity.
E.Q. '72 Energy Conference (Sheridan, Wyoming)	-	Reorganized conference so that there would be environmental and social input; streamlined panels on the program (essentially a snow job on a Chamber of Commerce person who was running it and afraid of losing his job!)
Buffalo, Wyo., Sheridan, Wyo., Sheridan College, Sheridan High School	-	Involved with organizing groups concerning coal development.
Environmental Education (Broadus schools and Buffalo and Sheridan, Wyo. schools (all are about to happen)	-	Assisting people in gathering necessary material and in explaining how to integrate an Environmental Ed. program into the school system.
Media Work	-	Getting various national magazines and newspapers to do stories on the coal issue.
Telephone Communications System for Montana, and Wyoming	-	Jeanne is doing [redacted] Montana, I am doing Wyoming. involves identifying key people in the state so that during the legislative session, advocates can make contact with people in a specific district concerning an issue that its senator or representative whould be urged to vote on one way or another.
Montana Environmental Quality Council (Helena)	-	Continuous input of pertinent information and help in the council's actions and policy formation, i.e., I try to be at their service.

Issue Involvement (Continued)

Project		My Role
Montana Coal Task Force (Helena)	-	Serve as a linkage between citizens and task force, suggest actions to take and help in some policy formation. Another area where I try to be available to help whenever I can.
Coordinator and Communications Link between environmentalists and social activists in the three state area.	-	Providing such a linkage has really helped to establish and strengthen ties between people in both Wyoming and Montana. This also holds true for people within each state. I see this as a major product of my work whether it is conscious or not -- it happens continuously.
Regional Workshops to Humanize and Politicize Environmentalists (Montana)	-	Helped to conceptualize, organize and carry out a series of meetings planned for December that are aimed to coordinate and assist environmentalists to be as effective as possible in their lobbying work in the approaching legislative session. This is a Falls Creek project.

There are many other areas which I have been involved in, but those above do capture the major ones to date. If you should want a more thorough description of my involvement, please ask.

Bill English

A COTTAGE INDUSTRY

There is no doubt that in addition to the "information explosion" drastic changes are taking place in information communication. Two-way video is one example. Picturephone service is already available from the Bell System in several metropolitan areas and by 1980 will have a nationwide network supplying at least one million subscribers. Companies today are using higher quality two-way video as an executive communications tool. Board meetings are conducted with the aid of a video circuit when one or more members are remotely located.

An even more effective tool for remote communication, and one that uses cheaper communications, is the computer system for written and graphical information. The Engelbart system at SRI, familiar to some of you, is an example. This system facilitates, and eventually will replace, the usual paper-oriented communications such as memoranda, letters, legal documents, proposals and publishing. Text and graphics are entered at a computer terminal and are kept in computer files rather than on paper. There are powerful aids to the process of creating documents and for retrieval and study, but many features are aimed directly at communications.

> Distribution is done by the system. The originator of a document need only list the persons the documents should go to. They will receive notices in their "in box" and can read the document on their display terminal. The originator can keep track of the course of a document by being informed when it has been given attention by each addressee.
>
> Comments and replies are accomodated by allowing the recipient to make "notes" on the document. The originator may then review these notes--selectively by author if he desires--and he may incorporate them into the document with the editing tools available.

Joint documents may be produced, with several authors creating parts which are then pulled together by an "editor".

Joint documents or comments may be discussed by two or more people, in voice contact with hands-free directional speakers and microphones, all viewing the same document on their screens. Each has a pointer that others can see so that sections of the screen under discussion can be identified.

Audio files completely analogous to the text files makes all of this much more powerful. Voice messages may be used in combination with text. A document can be distributed in text form, recipients, on viewing the document on their screen, point to locations in the text and record voice messages. Each of these voice messages is separate and randomly addressable. When the document is "returned" to the author he will see, in the text, flags indicating the presence of voice messages. He can selectively listen to these as he reads through the text. Voice and text can be freely intermixed in the entire process of generating, distributing and commenting on documents.

This is only a brief outline of the features and potential of computer-aided documentation systems. Most of this is available today in the Engelbart system and the power is growing rapidly. All of this discussion of communications leads to just one thing; and that is that the capability is here today, and will grow significantly in the future, for people to work together effectively when they are not physically in the same place.

Businesses tend to centralize and people feel the need to gather together in large communities for effective work. Reasons for this are concerned with the transfer of things between people (which will be little effected by better communications) but also with the need for information flow. When people are close together they can communicate better by delivering papers to each other, visiting each other and by talking via local telephone calls. Machine communication, even video, will never replace personal contact, but it will greatly improve the effectiveness of written and voice communications.

I can think of many jobs today that could be carried out just as effectively from a remote location with good communications, as they can be from some central office building. An example of this is that two people work in the Engelbart project at SRI who live near Sebastapol and have offices with computer terminals in their homes. (They visit SRI about once every other week for an average of less than two hours a week commuting, which comes out less than a 15 minute daily drive to the office.)

Project this into the future a little bit, when communication systems are more common and communications circuits are available at a more reasonable cost. It will be possible for many people to hold fairly conventional jobs while living in the country, in small communities or wherever they like. This could take the form of individual offices in the home or small communications centers with offices and terminals where people might "go to work". Work centers would use communications bandwidth more effectively, and would also provide the "going to work" feeling that many people may want.

This distributed work force has some obvious advantages to the worker and some not so obvious advantages to the employer, such as greater productivity, less office overhead, and a labor pool already "on the premises". But before this mode of working can become common, there are some serious problems to be overcome and questions to be answered. The development of communications and systems is already under way at an accelerated pace by industries and research organizations. Other problems not so often talked about relate to the sociological and psychological impact of remote working, particularly with offices in the home. What does it feel like to a person whose primary contact with his employer is through a communications terminal? What is it like for the family when the worker is at home all the time? How effective is working in this mode, and for what occupations is it best suited? How is administration and reporting accomplished?

POINT can contribute to the solutions of these problems and in doing so show one way in which our highly technical society can be less urbanized. It is true that only a few communication tools are readily available today. These are expensive and communication circuits are also expensive. Computer communication systems (that use cheaper communication) have not really evolved to the point where they can be easily used by non-technical people, but one class of workers who can use the communication tools of today are people associated with computers, particularly computer programmers. They already put up with the idiosyncrasies of computers and are willing to learn complex new systems. Communications circuits for programmers need not be expensive since most of their talk is with the machine and can be effective at relatively low bandwidths. (This has been shown in the relatively limited experiment conducted by the Engelbart group at SRI).

I can think of several approaches that we at POINT might take to continue this experiment and do some "research" in remote working. The first of these, and perhaps the easiest to accomplish, would involve a fund to provide communications to individuals who wanted to work remotely from their home. We would then recruit both programmers and employers who were willing to take part in this experiment. POINT would pay all communications costs associated with working remotely for a fixed period--say one year. Typical costs for this would be about $2.50 per mile per month for a communications circuit and $200 per month for a display terminal. This would let a programmer live 100 miles away at a cost of approximately $5,000 per year.

Another way would be to find a company that is willing to take part in the experiments to a greater extent by setting up a remote communications center and office where a programming group would live and work. Again POINT would pay all costs associated with the remote communications.

It may not be so easy to find both an employer and group of programmers willing to take part, but a selling point would be our assistance in recruiting part of the programming group. I have no doubt we can find very good programmers who would jump at the chance to take part. With this second approach we would have a better "experimental environment" and could provide better communications for the money.

A third possibility of course would be to find a group of programmers who would like to operate from a remote center working for different companies, perhaps in a more or less consulting capacity. This I am sure would be easy to do but it sounds a little like setting up a business and I think we should stay away from that.

Any of these are a real possibility. The tools are here today and the costs are not too high. Much more thought would have to go into setting up the experiment, but I think it could be a step in the right direction. It could also lead to more money, since an experiment like this, properly proposed, could sound attractive to some of the foundations--and no doubt it would lead to good publicity.

COUNCIL GROVE CONFERENCE

on

Voluntary Control of Internal States

Sponsored by:

Research Department
The Menninger Foundation
Box 829
Topeka, Kansas 66601

The Transpersonal Institute
2637 Marshall Drive
Palo Alto, California 94303

Dear Jerry,

For the last five years the Council Grove Conference has been a quiet, seminal meeting of scientists, physicians, therapists, healers, religious leaders, and less western professionals - that is, yogis, indian medicine men, psychic healers, and other gifted people. All of them have been interested in exploring the nature of consciousness - some in clinical work, like the LSD therapy of Stan Grof, others in laboratory settings, working like Elmer Green, and some working through their own experience, in the manner of Andy Weil, or Claudio Naranjo. Each year the conference has had a slightly different emphasis, attempting to find perspective for the use of psychoactive drugs, to clarify a vast range of altered states of consciousness. This year there will probably be an emphasis on Tibetan Buddhist psychology, and some of the meditative techniques used in Vajrayana, and the relation to healing. A Tibetan lama and several psychic healers will attend. We hope to do a case study at the meeting, in which a patient will be diagnosed by the standard western allopathic methods beforehand, and will be diagnosed by psychic healers there, at the meeting.

The meeting is held in a quiet, almost austere camp on the Kansas prairie, not far from Topeka. The 96 participants will present films, will hold seminars, workshops, and discussions - no formal papers. This year the invitations were sent, according to custom, to the invited new guests on the program and preferentially, to the participants of last year's meeting - but they were mailed several months early. We did not expect such a response - for we were oversubscribed by the end of November. The waiting list is already very long. It promises to be a rich meeting - bringing together Rinpoche Tarthang Tulku, astronaut, Ed Mitchell, healer, Jack Schwarz, along with a number of newcomers who live and work within the medical establishment, Nathan Kline, for example, and others

whose own shifts in thinking have enormous repercussions. In effect, the meeting has been bringing the ideas of Transpersonal therapy into practise, and allowing participants to experience new ways of being and thinking, in an atmosphere that is protected enough (no articles or media pieces on the meeting) for them to explore freely. Personally, I think it is a profoundly influential gathering, allowing people in establishment positions to investigate what they might consider fringe areas, and go home changed if not transformed. It is also a place that can generate some good research into the strange psychic phenomena that surround us, but as good scientists like the physicist Peter Phillips, and pharmacologist, Roland Fisher, are becoming more involved in the study of consciousness - it appears that science, itself, is going to undergo some changes.

The enclosed article will give you a picture of last year's meeting. This year we hope to emphasize some Tibetan practises and a discussion of Buddhist psychology, appropos a workshop on healing, at which we will have a psychiatrist who has apprenticed himself to a Navajo medicine man, and his co-worker, a leader in the peyote religion. Stan Grof will talk about his work with terminal cancer patients, and we will see some new films (Japanese) of the Phillipine healer, Tony. If Carlos Castenada comes, there should be a fine opportunity to look at the many parallels in teachings. There is much more than can be done in four days. We will meet from the evening of April 30 until May 4.

Although the meeting has been arranged to cost as little as possible (each person has to pay his own way to Kansas City, and the costs of staying at the camp, which amount to $ 65.00 this year) we have hesitated to up the ante any more than we absolutely have to, since some of the most valuable people already find it too expensive to come. At this point we do not have sufficient funds to pay the travel expenses and honoraria of our guest speakers and leaders. The small foundation grant that made earlier meetings possible has now run out. I don't know whether any of your foundations would be interested or willing to contribute any or all of the $ 3000.00 we need. It makes a great difference in the energy and synergy of the conference when we can invite several rare and gifted people to lead seminars or meditations, but I do not think that we can ask each participant to contribute more than half of his present fee to cover these expenses.

I don't know whether this request makes sense to any of your foundations; it just seemed like a project in which you might be interested.

Sincerely.

Gay

Gay Luce
~~Program Director~~

186

COUNCIL GROVE IV—TOWARD A SCIENCE CONCERNED WITH ULTIMATES

Thomas N. Weide
San Jose, Calif.

two phases of recent scientific focus

In recent years Western scientists, more or less in phase with the culture at large, have increasingly focused their attention upon two complexly interrelated major quests of mankind: (1) greater unfoldment of human potential, through personal and interpersonal development and interaction, and (2) progress toward ultimate states and interaction with others based on those states. Broadly speaking, humanistic scientists have been leaders in studying and promoting the first-mentioned quest; transpersonal scientists have been so for the second. Both groups hold that scientists could best serve science and society by concerning themselves with highest human values.

Neither of these two great goals, or areas of experience, can be well-understood intellectually until a Science of Consciousness has been developed. In the last few years such a science has begun to take form in the West, via experimentation and dialogue among humanistic researchers, transpersonal researchers, and other human-science workers who operate with more traditional philosophies of science. This activity is widely dispersed, however, and there are numerous obstacles to "getting it all together" (cf. Tart, 1971).

Fourth Interdisciplinary Conference on Voluntary Control of Internal States

For the last four years an annual five-day assembly at a secluded Kansas campground has been the scene of important progress in the creation of this new experiential/experimental science (Fadiman, 1969, 1970; Weide, 1971). From April 3-7, 1972, the *Fourth Interdisciplinary Conference on Voluntary Control of Internal States* again enlivened peaceful White Memorial Camp, which lies by a lake near Council Grove, Kansas. Note that the carefully worded conference title provides for consideration of *any* kind of internal state, be it physical, mental, emotional, or transpersonal. The word

"voluntary" connotes both consciousness and purposive choice by those who attempt to control inner states.

This year for the first time the Transpersonal Institute co-sponsored the conference, in collaboration with the perennial host agency, the Menninger Foundation. This year also there was much explicit discussion of transpersonal issues, in addition to the more typical consideration of science as knowledge and method, not necessarily linked to ultimate guiding values.

participants

Although most of the 82 invited participants held doctoral degrees in psychology or medicine, and many were well-known leaders in their fields, their professional status was more than matched by the multiplicity of their interests and backgrounds. Subvarieties of psychology alone included child, clinical, community, humanistic, parapsychological, physiological, and transpersonal. A comparably long list of subfields could be given for medicine. In addition, some participants were versed in physics, paraphysics, or metaphysics; others represented major religious and spiritual traditions; a few possessed outstanding psychic gifts or spiritual healing abilities. As usual, all regions of the United States and several other nations were represented.

How could basic intellectual consensus emerge from such a group in a mere five days? It didn't. Instead, there was an atmosphere of community and good will, a relatively non-competitive sharing, which to a remarkable degree transcended differences in vocabularies, professional perspectives, and temporary personal value-attachments. This feeling of common cause was very strong and augurs well for the future.

four basic questions

Four basic questions were posed for this conference:

(1) For what purpose do we wish to control internal states?
(2) Do we need a new, contemporary discipline for self-realization or enlightenment?
(3) If we need a new discipline, how can we construct it?
(4) What should the role of the scientist of this field be in our society?

For four days the formal conference schedule began with small-group discussions of these issues. Although the wording of the four questions aroused considerable criticism, they appeared to have somewhat the same effect as Zen *koans*—the very struggle to understand and resolve them brought forth good experiences.

Besides small-group meetings and daily follow-up discussions of the four questions by the total group, our program included such disparate events as these:

variety of events

(1) Jack Schwarz gave an opening-night presentation on self-healing. He is a multigifted metaphysical teacher, originally from Holland, who is currently demonstrating remarkable psychophysiological self-control (of pain and blood-flow) as a subject in Elmer Green's research laboratory at the Menninger Foundation. He described this current experimental work in the context of his life as seeker, teacher, and so-called wonder-worker.

(2) Psychophysiologist David Galin of San Francisco reported on the differential and potentially independent functions of the right and left halves of the human brain. He followed his excellent scientific exposition with what he called transpersonal speculations concerning the relationship of these recent experimental findings to the timeless doctrines of Hatha Yoga and other so-called occult systems.

(3) Elmer Green and Arthur Deikman showed two powerful films on psychic surgery, which were followed by a very animated large-group discussion.

(4) Pir Vilayhat Khan, a leader of Sufi organizations in Europe and America, led two sessions which featured group transpersonal experience. His presentations included lectures on meditation theory, periods of group meditation, and group chanting.

(5) All participants attended three scheduled Exploration Groups, wherein preassigned heterogeneous small groups decided their own activities. Most members liked these groups. This participant's group sampled a number of rewarding practices, including working with "Inner Light." On the third day most persons from all groups joined for Sufi dancing directed by spiritual filmmaker Mansur Johnson.

(6) There were more special-interest sessions than any one person could attend. They included presentations on biofeedback by Lester Fehmi, psi research in the US and USSR by Stanley Krippner, acupuncture by William McGarey, mandalas and meditation by Geir Vilhjalmsson, bioelectric fields by James Beal, the International Cooperator's Council by Leland Stewart, Arica (Sufi) training by Harold Streitfeld, the deeper meaning of colors by Henry Evering, a multimedia presentation by Harry Hermon, and a three-part discussion of aura reading by Jack Schwarz.

(7) On the final day, Pir Vilayhat directed a Sufi sunrise ritual which compensated us well for getting out of bed before 6 a.m.

The final large-group convocation pondered Question Four, reviewed the entire conference, and made future plans. Here we could see most clearly how much good will the group had, despite obvious differences in beliefs and values. Concluding comments on the role of the scientist ran something like this:

concluding comments on role of scientist

"Our group decided he (the scientist) should admit he doesn't know anything."
"Our group thought he should study transcendental things, in a questioning way."
"A scientist is a human being, and should deal with personal matters in a human way."
"He should read the 'scientific journals' (i.e., great spiritual systems) of other cultures. The Science of Consciousness has already been written."
"Most past science-of-consciousness material is related to personal escape."
"But Mohammed lived in society."
"These inner forces are very powerful. Beware the great dangers that exist when work like this is done, especially by large numbers of people, without the high values and lifelong discipline of the great ancient systems."
"The role of science is testing out old ideas."
"What makes old ideas new is taking them seriously."

group decisions

Before adjourning, the group (1) agreed not to form an organization or to publish papers, especially since the Transpersonal Institute is already working to meet the increasing need in this field for association, communication and education; and (2) agreed not to break up into several simultaneous regional meetings next April. Anyone, however, who wishes to organize independent regional meetings at other times was given the group's encouragement to go ahead.

In its four years of existence, the Council Grove Conference has played a crucial role in the conception and preliminary development of a comprehensive Science of Consciousness. This year's conference contributed significantly to the clarification of transpersonal concerns relating to the possibility of a science of consciousness.

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190

POINT REPORT FROM JANET FLEGAL

I've only just begun to do any significant good for child care. In my case $15,000 for the year 1972-73 is either a formality or a poor investment, but it's given me momentum that will carry me long after the end of this year.

Most of my progress to date has been in my own head and therefore hard to communicate, at least right now. At the risk of being uselessly general - a considerable portion of the last eight months I spent learning to become what I fear I was already assumed to be: an agent, someone capable of having some impact. It's taken a good deal of self-education for me to get to the point where I feel good about where I am, and excited and confident about what I can do.

Here's what I want to do and how I'm going about it:

I want there to be more child care available at lower cost to more women and I want it to be something women will consider a positive, expansive thing to do for themselves and their children rather than a necessary evil or a source of guilt. I want child care centers (at least a good number of them) not to be branches of another large institutionalized service, but to be kept small and responsive and directly in the control of the parents who use them. If this is to happen I think it must begin from the bottom up, with parents in local communities determining their own needs, doing something to fill them, getting government assistance if necessary, but not allowing child care to be done for them and to them.

I've been working with a local citizen's group, Child Care Now, to establish parent controlled child care centers in areas where there is apparent need. Child Care Now has established one successful center so far and has made several attempts to start others. The biggest obstacle is getting space at low cost. We've been pressuring the Palo Alto Board of Education all summer to allow us to keep a room in the Ventura Elementary School, which we had been given until August only, for at least a year. We started the initial stages of setting up a center in the room, arranging for staff,

publicizing, and enrolling children, thinking we would get the room for the year, but we didn't. That's the bad news, the good news is that we've since been promised space in another school nearby, and indications at the last school board meeting were that it's possible that making unused school rooms available for child care will become a matter of policy. We're now planning strategy for putting enough pressure on the Palo Alto City Council that they will act on a study to determine child care need in Palo Alto which they cpmpleted in July, and which seems to have been conveniently shelved without any decision as to what the city will do about it.

Although I had originally intended to lessen my involvement with the Stanford child care center to devote more time to activity which affected child care on a broader scale, I'm still doing a great deal there. I enjoy it, have gained expertise about how a day care center ought and ought not to be run, and it's the center I take my own child to. Also, as one of the few centers which offer care for children under two, its success or failure does affect child care on a broad scale and its future is at present fairly shaky. Even with our success in winning a campaign for student funds and in getting a favorable report in the last evaluation Stanford did of us, there are still financial problems and another evaluation coming up. I've been setting up small on-going fundraising projects, trying to conquer the stacks of forms, red tape and narrow-mindedness of the State Department of Social Welfare so that we can become licensed, and doing what I can to tighten up our adminstration and operations in time for the evaluation by Stanford this fall. Whether Stanford will continue to give us minimal support, more support, ignore us or replace us with their own center depends on that evaluation.

I got myself appointed to the Board of Directors of the 4-C Council (Community Coordinated Child Development Council of Santa Clara County) which was started through the Social Planning Council for the general purpose of coordinating child

care services in the county. The 4-C Council just recently became incorporated and independant of the Social Planning Council, which was a struggle, so it hasn't done much yet even in forming policy. Being on this board gives me access to resources and people, and because I believe 4-C's will be powerful for sure, and may also do some good, I want to be in on the initial stages of policy making. I'm trying to do what I can to make "coordinating child care services in the county" mean that the 4-C Council will respond to needs rather than setting itself up to be another regulatory agency people have to contend with before they can get the child care they want. The 4-C Council has the potential resources to help existing centers and facilitate the establishment of new ones by offering assistance in getting funding, aquiring space, equipment and staff, getting agencies which should already be serving child care centers to do so, and to increase public awareness and support of child care issues and legislation.

This has been a heavy year for me and I havn't been able to be as complete as I would have liked in this report. I hope in the next few months to fill in some of the holes like how getting $15,000 for a year to do my own thing has affected my life on a more personal level, and reasons why I haven't reported more regularly - something I very much regret now.

Point Agent: Bill Goetz
Oakland, California

May 1972

Having agreed to send monthly reports to POINT, at this point, I feel guilt-laden for having skipped over a bit of time. I offer but one excuse, I didn't feel like writing during a time when we have been working through a series of problems -- a major one being my health.

One keen disappointment that has added to our trials and tribulations, is the car we bought to replace the old Falcon. Not being mechanically gifted, I took the prospective car to two friends who are mechanics to check it out. They said I had a good buy, and after going over the car throughly myself, ie, noting that it has 4 wheels, an engine, radiator, windshield wipers etc. -- what I mean is - the price was right, I concurred with my mechanic friends and bought the car. Paid Cash. After a superb, trouble-free ride across the Bay to Pacifica and back, our troubles began. In the weeks to come, the garage had my transportation more than I did. The crowning blow fell on Easter Sunday. Finally, the day before, we got the car back in running condition - again. Our children had prevailed on us to attend their church on Easter and so we all piled into the car. I turned on the key and fire erupted like Vesuvius under the hood. I knew that God was telling me something - talk about roofs falling in! By the time the fire truck came, a neighbor had put out the fire with his garden hose. The old Falcon carried us to church and all the children were Baptised. And so, the Lemon went back to the Garage for repair. Looking back it seems the time was spent between the bank and the garage. We have to live with our mistakes, and this is one we are having to live with.

On the car's "well days", we have continued our interviews with people who have known Benny. Chronicle art critic, Albert Frankenstein, City Editor Abe Mellinkof, Mosiac artist Anthony Stellon, former Mayor Christopher, to name a few of our interviews. Also, we've been writing the Bufano story and working on the "scrapbook". Have spent many hours sifting through and organizing these materials.

I've spent some time investigating the possibility of putting together a Hand-Crafts catalogue to help low income Hand Craft workers and Cooperatives achieve better incomes for the poor who depend on this source of income. I have gathered and compiled a list of Cooperatives throughout the nation and am now beginning to make contact. Having previously managed 14 Hand Craft CoOps in Mississippi, I am very much aware of the many problems they face. One of the major problems is that most of the craft workers rely soley on the income earned through the CoOps. I know too many cases of families living on less than three thousand dollars a year. They do have ability and the desire to produce but the problem is sales. Catalogues provide one of their main sources of sales. However, the increased cost of postage, and printing and mailing lists makes serious inroads into their profits and in their ability to use this method of merchandising. There are approximately 100 of these Handcraft Cooperatives throughout the U.S. such ad the Hill & Hollow crafts of Kentucky - the Houndog Hookers and so on. A number of craftsmen are located in Appalachia, the deep South and Indians from Florida to Arizona as well as the Eskimos in Alaska. It is my hope that by publishing a catalogue of handcrafts including all the low income handcraftscooperatives, a bigger market will be created. If my health does not interfere with my Summer trip, I will be visiting some of these places this Summer.

A recent major part of my time has been devoted to assisting my community in saving some open space in our neighborhood. A major down zoning effort to stabilize the area was achieved by the citizens and now a dispute has arisen about using the only sizeable open space (4 acres) left - for an apartment development. Our elementary school has the highest enrollment in the city, 1550 kids. The yard space has virtually been swallowed up. We are fighting the City and the Planning Commission on this issue. I have been serving as chirman-organizer for the Cox School Community Council. Compared to the vast wilderness area of Idaho, 4 acreas must seem small, but it's all we've got left in the Flatlands*of East Oaklnds Elmhurst District.

* ghetto

A recent emergency trip to the hospital with acute chest pains has slowed me up abd been a sobering experience -- I'm still under the Doctors care and having to take it easy. So, until next time - -

PEACE-

P.S. Janet Flegal Have you seen the model school using the Montessori concept in Santa Cruz - run by the Holy Names Nuns? I understand it is exceptional. Also I have a recently published report of the Nursery Schools run by the Oakland Public Schools - if youre interested, let me know and I'll mail it to you.

Joan McIntyre, if I can find it I'll enclose a newspaper article that might be interesting to you.

February Report
1972

POINT Agent: Bill Goetz
Oakland, California

The majority of my time this month was spent doing research in the San Francisco, Oakland and U C Libraries . Hours were devoted to going through newspaper articles, pamphlets, magazines and books, collecting, sifting out, reprinting, and tracking down information on Bufano At this point, I believe I have the largest collection of data in print on Bufano extant. The scrap book now contains over 300 pages. Still have a long way to go.

Personal interviews of people who knew Benny had some rewarding moments. Miriam, widow of poet Kenneth Patchen, Ed Martin the Construction Co. executive who moved St Francis to Oakland, Spencer Wood, President of the Bufano Society, Benny;'s dentist, Bob Shorn and his physician, Angelo May, and Benny"s "sometime" lawyer, George T Davis, were some of the notables interviewed this month plus a number of other less known people

I compiled a list of over 150 friends, enemies, followers and acquaintances of Bennys and am finding, as I expected, a number of people have died. The list continues to grow as I talk to people and comb the written word.

I have discovered that a book <u>is</u> being published in about two months by Howell North Book Co , in Berkeley on Benny, purported to cover his life up to the last 12 years, written by Dr. Howard Wilkening and Sonya Brown. If their book is successful, the publishing date on anything I write may be delayed.

The President of the Bufano Society is anxious about the book as it is his (and my) understanding that it doesn"t cover his last years nor does it cover the time spent in Italy . Benny spent several months a year for the past dozen years in Italy which leaves a sizeable period of his life unknown. A number of his friends and acquaintances whom I have interviewed, feel it is a "must" to research those time periods away from San Francisco His output during his time away seems to have been prolific and questions have been raised about the possibility of the existance of one or more "ghosts" Very little seems to be known about his mode

of life there, who his friends were and exactly how his time was spent in Italy

I feel an urgency to make a trip to Italy in order to get a more complete history and also attempt to trace down Bufano"s original works. (Don"t know if this is possible) The written records are so incomplete. It is believed that some of Bennys friends and followers may have some of his original pieces and these should be located and recorded. I am in the process of locating one of his original pieces that I know was placed on loan in a Bay area home..

So far, most people have been most cooperative in granting interviews and sharing materials.

Having put 109,000 miles on the "66 Falcon it has been speaking to me in tones most undulcet -- the transmission no longer wishes to transmit (me fromaplace to place), the brakes have taken a break and although the windshield wipers still work fine, I"m thinking I may have to put ole Red to pasture. This was our planned vehicle of transportation for the Summer project so will be replacing the car shortly.

Laying and re-laying route plans for the summer trip and dealing with thoughts about closing down this home and re-rooting come Fall, occupies time travel and talk.

If any POINT"ers know anything about Bufano, I"ll appreciate recieving whatever is relayed to me .

Have enjoyed fighting City Hall several times this past month on the subjects of Zoning and overcrowding -- thanks to the freeedom provided by POINT!

Alice Tepper Marlin"s Economic Priorities Reports are really great.. I, for one would appreciate the subscription she offered.

Mike"s report on MONEY did a lot for us and I want to talk about it more with him someday soon

I feel good about what I"m doing -- Hope you all feel the same.

PEACE

BILL GOETZ .

198

October 1972

POINT Report -- Bill Goetz

To: Stewart Brand

If it serves any purpose at this point for you to know, we have not been casual in disregarding our agreement to send monthly reports -- we just couldn't do it - didn't want to do it because it would have been too difficult to evaluate before we had any answers. Once on the trip, time became money, more than before and that pressure increased as the trip progressed. Accept this explanation as our apology if one was needed for not "keeping the faith".

Before our June departure, we designed forms to record the data we would be collecting as we travelled and designed a business card to be used to establish our credibility for those Establishment types who require it. Record keeping books for recording expenses and experiences were acquired and a list of craft centers and CoOps were mapped out to create our trip plan. At the last minute, we found that for $15.00, Allstate would map out our trip plan and also would provide towing services for a year (which, unfortunately, we needed). We took a camera, and tape recorder, packed every thing we own into a garage and left Oakland in our "Lemon" car on Saturday, June 24, 1972.. We travelled 13,030 miles and saw an America we had never seen before although we have crossed it many times before.

Our trip was to be a fact-finding mission to discover what kinds of emergency aid is provided for stranded families and we also wanted to collect information about craft cooperatives and production centers to determine if it is feasible to put out an American handicrafts catalog to help low income people widen their market and improve their income.

Emergency Help Services

200

We started our enquiry in Truckee, Calif. at the Highway Patrol station where we were advised that if we were out of gas on the Highway, we should put our hood up, place a white flag on the antenna and an officer would push us off the Highway

to a service station. The County will pay $5.00 for gas (to get you on your way and out of their hair). If it happens at night or on the weekend, an officer will unofficially fill your tank using his patrol car credit card. If the family is hungry, the officer frequently will buy them a meal out of his own pocket. Travellers without vehicles are sent to the Salvation Army where they can get a bus ticket.

In Reno, a Youth Hostel is provided for young people (ages 18-35) for $1.50 for overnight with showers. Open between 7:30 P.M. and 11:30 P.M. It's not a flop house --no booze or drugs allowed.

We stopped at the Chamber of Commerce Information Center in downtown Reno and were directed to the Salvation Army Church where we waited on the lawn for two hours for the intake worker to arrive. We spent the time talking to two men who had learned how to "work the system" to get from town to town and were waiting for aid and to an emaciated woman (hers was a sad case) who had come for help. arrived late and ultimately directed us to the Community Services Agency, which was set up to help families. We located it on the main street of downtown, but it had been burned out a few days before (a fact we had not been informed about). There was no sign directing us where to go. It was hot and uncomfortable - the kids were tired and bored and arguing. Finally, a nice lady in a gift shop next door called the Catholic Charities and, after three calls, we were directed to go there.

A Mrs. A. Ting interviewed us and offered us a $5.00 gas chit and a draft to get a few groceries (lunch meat and bread) to get us back to Oakland. No support services were offered to help get work or established in town. The total process took five hours.

We slept in our car on the Salt Flats and in Salt Lake City, we went to the Salvation Army. We were directed to the Travellers Aid. The T.A. lady talked to me, then wanted to see our children and the wife. We were interviewed extensively about how and why we were there. If we had arrived earlier, I would have been sent out on a day laborers job. We had driven back and forth, up and down, to the point of exasperation, trying to find the place. Finally, we signed forms giving our childrens names and ages and our Social Security numbers. She gave us a check for $20.00 to get us to Californis. We were

told we could cash it at the bus terminal ticket window. It was hard to sit there and lie to the pleasant lady and take the money. Had we been Mormon, we'd have been directed to the Mormon church who would've given us temporary work.

And so it went, across the country. City police, Highway Patrol, Salvation Army. We tried to camp out or sleep out to keep expenses down, but many times we couldn't find a place to get off the road as some states have rest stops but no water or toilet facilities. In Kansas we camped and were practically blown off the map. The mosquitos in Wyoming drove us nearly mad. In Laramie, Wyo. the Police sergeant was very uptight "Hit the road" he said. "Sell your car and buy a bus ticket".

Denver, Colorado was the best organized to give emergency help and follow up care. In all cases, other than in established agencies, it was up to an individual to decide your fate. If that person was anti-hippie, and you wear a beard, you could be "out of luck". If you wear a r ing that looks like it's worth over $1.98 you could be "out of luck" - it all depends on your look of credibility.

On toll roads, if your car were to break down or run out of gas, the Highway Patrol would order the car towed off the Turnpike. Then, the towing service, at its discretion, will either impound your car or extend emergency credit. Also, if you can't pay the toll, again they can impound your car or extend credit as they deem fit. If you've run out of gas on the toll road, the station manager uses his discretion in deciding how to handle the problem. He may or may not extend credit. If the station manager is not on duty, presumably you'd have to sleep in your car until he showed up.

In small towns and cities, virtually no organized help is available in which case, if it's a family, and you're lucky, sometimes a local policeman or church will take money out of pocket to help.

In large cities, usually emergency help is parcelled out to the various agencies so that indigent men may go one place, women another, and families another. The police and Salvation Army are most frequently called on to help and the other agencies, such as Catholic Charities, Travellers Aid, Welfare Department, or Church groups were referred to us less frequently.

Most policemen are sympathetic to families stranded but had little feeling for couples without children or single people. Some were antagonistic to anyone stranded.

In the back hills of West Virginia and Kentucky no services of any knd were available, even from the Highway Patrol. Hopefully, you have something to sell (such as a spare tire) to make your way to a larger city, where services <u>might</u> be available.

In Toronto, Canada, we contacted the Police Department and were referred to the American Embassy. We called them on the phone from the highway and told them we were stranded. He offered us $5.00 per person ($30.00) which is about bus fare to Buffalo, New York, and the price of a sandwich. It is normally their practise to give bus fare and snack money from whereever you are in Canada to the nearest border city in the U.S.A. I asked if this money was to be repaid and he explained it was, however, there is no way to enforce repayment. However, if you are stranded in a foriegn country, your transportation costs will be financed home with the stipulation that the money be repaid within a certain period of time, otherwise you cannot get a passport again until it is paid.

It is not our purpose here to cite chapter and verse, case after case, but to sum up, families have a reasonable chance of recieving assistance, but often , this requires incredible amounts of time and effort, the strain on a family with hungry little kids in the car (all needing to go potty) can't be spelled out with mere words. Hopefully, you will be in a large city, speak fluent English, otherwise the chances are very slim. No agency seemed set up or willing to do anymore than get you on to the next town. Most Welfare Departments were unable to do anything for you unless you'd been in town for at least several days.

The Redcross is not able to assist stranded traveller families in any way. The O.E.O. (Poverty Program) was <u>never</u> referred to us as a source for assistance.

All the agencies we contacted seemed to have busy work loads and insufficient funds and some admitted they couldn't do a very good job.

When we admitted to an agency that we were making a study, they were cooperative and interested in finding out the results of our study.

203

No, we never spent the night in jail - one officer in Colorado explained that Insurance

rules went allow booking a family for the night.

Another time, we will try to write what happened to us as a result of the trip which is in some ways so intermingled with the business of the trip that it is hard to seperate out the human element and give a factual statement of the trip. This will take some time to do.

We have been hampered by having to stop to take care of the business of finding a new roof, packing, unpacking, creating new living patterns for ourselves and children. Re-rooting takes a lot of effort, especially when such freedom to pick your plot of ground is involved -- but more of that later.

Hand Craft Catalog?

Or, a little knowledge is dangerous.

Several things in my past experience brought me to believe that the lives of many poor people involved in the making of handcrafts, could be improved if a catalogue were created advertising their products.

My previous experience with handcraft cooperatives in the South convinced me that marketing their products was their greatest need.

I had secured a list of over 50 handcraft cooperatives from Washington and planned on this trip, to see first hand as many as possible and routed our trip accordingly.

Last year, I visited a number of craft knowledgeable people in Washington and New York City and these contacts deepened my feeling that marketing was the answer to the problem of getting handcrafts out to the buying public. Later, visits to numerous college campus stores and gift stores further convinced me that marketing would help solve a problem.

Other than Indian Crafts, we were unable to locate any large craft centers in the west and mid western states. However, we have heard about a few burgeoning efforts in these areas and individual craftsmen do exist. However, since our purpose was to help low income people, we headed to the production centers of handcraft in the Southern and

Eastern states.

We drove up hill and down hollow, all over the Appalachian area. Early in our travels, we attended the Southern Highlands Craft Fair in Asheville, N. Carolina--this was an eye opening experience. We talked with over fifty craftsmen and craft organizations before we found one (O.E.C. sponsored) group who needed help. After checking it out we knew a catalog wouldn't help them as there was no way they could meet production and they were afraid of it.

The rest of the craftsmen had sufficient outlets for what they were capable of producing. Some could not meet production, but attended the craft fairs and shows to ensure orders in the future. This was the rule as we went further and further into the hill land. Hand craft shop after hand craft shop, the only exceptions to the rule were those groups whose products were what are referred to as popscicle stick craft or Sunday school crafts. These products were not such that they could be used in a catalog, mainly for lack of quality control. There were, also, craft centers that had many people producing up to 40 or 50 different products -- they liked the idea of a catalog, but, could not justify picking out some products and leaving out others, since all the craftsmen had the same economic needs. We learned a great deal about crafts, craftsmen and production centers and outlets. We saw both good and bad programs. For instance, most of the craft cooperatives have a retail shop as an outlet. Many take 50% off the top to run the shop. There was one shop that only took 15%. It became very evident that those with proper skills and training had few problems finding a sufficient market. Those we felt really needed help really needed training to become marketable craftsmen. We heard it from the people, we heard it from their organizations. "We started with a group of 20 people but now only three of us can produce well enough to make a living. We sell all we can produce" This came to be a familiar message. There were few exceptions..

The real problem lies not with the willingness of the mountain folk, but like so many other things, the problem lies with elected officials who are not responsive to a voiceless, powerless people. Millions of dollars go into programs such as O.J.T. (On the Job Training), ..W.I.N. (Work Incentive Program), and more. They do everything from taking hill folk and training them for city jobs and train ghetto dwellers gardening. Many Federal programs take people out of their environment and teach them skills that are useless in the place in which they feel most comfortable to live. Perhaps with the best

of intentions, -- they rip off people in this unconscionable way. Many hill people have the ability to become good craft producers if proper local training programs were instituted.

At this time, the Federal Government is willing to train people to prepare them for full time employment. However, the hill people rely on their gardens - for many of them their gardens come before almost anything else, because they have come to feel secure about harvesting their own food. It's something they know they can count on for sure. For many, their real need is not a full time but a seasonal employment. That is why handcrafts (weaving, quilting, wood working, basketmaking, furniture making, etc.) is something they can do to increase their income without leaving the security of their homes.

At a time when Americans are leaving cities, going back to the Earth, seeking the simple life, how can we question the sense of people born in the hills who do not want to leave them? These hill people love their homes, but they shouldn't have to endure privation and unhealthy conditions to live there. We travelled down wilderness roads and saw poverty that will never fade from our memory. We saw young men lounging about gas stations and court house steps, wasting their lives away for lack of employment. Hollow cheeked women, children in windowless shacks - beyond description, children not developing according to their age. We talked with a man that commutes 130 miles a day to a low-paying job. In areas that have been strip mined the people are sorry to see them move on because it meant more unemployment followed in their wake.

Even though there is a re awakened burgeoning market for handcrafts in America, very few people in government are aware of handcraft as an American industry that could be developed to really help many of the poor- - not only in Appalachia, but throughout the country.

In the past, the O.E.O. has been involved in handcraft programs. However, as we all know, the poverty program is in it's death throes and funds are being cut back. Bill Skidmore of O.E.O., Washington D.C. , told us that no new monies are being allocated for hand or ft projects and what little monies were being used are being cut back. As a matter of fact, other than the Bureau of Indian Affairs, we found only ONE man in all Washington D.C. whose job it is to work with handcraft Industry in this country. His name is William Seymour, employed by the U.S. Department of Agriculture, in the Farmer Cooperative Service. We met

with him on several occasions, he is a fine dedicated, knowledgeable man - but , he is only one man.

It is hard to let go of a goal but the more we saw and experienced, the more we became convinced that while it is feasible to put out a catalog (that would help a few) that's not "where it's at" and we could well be creating more problems than solving them. Our talks with people all along the way changed the level of our consiousness.

We talked with individual artisans, handcraft teachers, salespeople in craft shops, the staff of the Southern Highlands Craft Guild, men who had developed programs, staff from the Federation of Southern Cooperatives in Georgia and other experts in the handcraft field and came to the conclusion that training people in developing their natural skills to the point that their work can pass quality control, enabling them to place their crafts on the market is of first order importance.

We read books and articles, not only on handcrafts, but about the people in the areas we were in, to help deepen our understanding of what we were seeing and experiencing.

When we talked with Bill Seymour in Washington, he told us of the many things he knew needed doing to promote the production of handcrafts. He thinks a program should be developed which will offer training to people at Production Centers, he is trying to develop Federal and State markets for American made hand craft product in the National and State Parks (at their tourist centers, gift shops, P.X. stores and Ships Stores). The rightness of this is self evident - who needs a gew gaw from Japan to take home as a memento of one of our country's attractions? There is also a great need for someone to help educate our legislators about handcrafts. Bill 3785, presented by Senator Mathias, purports "to promote the development within the United States and foriegn countries of American arts and handcrafts" -. This Bill needs to be promoted and understood inorder to be passed

If we could have known, but hindsight is always better than fore sight. We would have liked to be able to accept the desk space offered in Washington DC to help with this work.

Stewart, you asked us to tell about our failures as well as successes. In a nutshell our success was to have found the real needs. Our failure was to have found them -- too late.

January 20, 1973

"That was the year that was"

REPORT TO POINT -- BILL GOETZ

After Thanksgiving, we resumed our research on what happens to families travelling by car, who become stranded because of lack of money.

Being almost in that condition ourselves, we felt we would be more sensitized to the experiences we would have. Knowing you have an "Ace in the hole" as we did on our Summer trip, puts a whole different color on an experience no matter how one tries to play the role honestly.

We took no sleeping bags, practically no money (because there wasn't much left to take), our three younger children, minimal clothing and our dog. The old compact car, the red Falcon, served as our vehicle this trip. For all intents and purposes, the heater didn't work, which became almost an immediate source of irritation and discomfort. The weather was cold. We bundled in some old blankets and Pauline put a piece of cardboard under her feet to keep them warm.

This research was not recommended by some University Social Scientist, but by our own interest in finding out what can happen to a family caught in this most humbling and fearsome predicament. The research was an outgrowth of our interest in what is being done and what could be done to help families in this situation. We had gone through the experience ourselves a number of years ago, before we knew that agencies exist to help. That experience, plus that of being the Director of Poverty programs when numerous cases of stranded families, came to my attention. We were not set up to help them and it bothered me to see their plight.

On our Summer trip, we discovered that the majority of stranded family travelers were in the West. The South West area, we hadn't traveled and felt it might give a better indication of what services were available. A healthy disbelief in what Social Service institutions say they are doing and really are doing, spurred our

interest in not only interview research but in role playing through the experience of being a stranded family, we felt we could better determine the extent and quality of services offered.

We traveled through the desert areas of Southern California into Arizona, New Mexico, and Texas. As in our Summer trip, we found that most cities and towns do little more than get the family out of town with minimal financial aid and services with one outstanding exception that we will cite here.

About 1,000 miles from California we entered a city about 9 P.M. Stopped to have some hot chocolate as we were all pretty chilled through. I used the telephone directory and called all the numbers that I felt would give us help. None of the numbers answered, so we drove to the Police Station. The officer on duty was pleasant and helpful when we told him we were stranded and needed lodging and help. He called the Salvation Army and made arrangements for us to be housed for the night. Then he drew a map diagramming how to get there. (It was tricky because streets were torn up for repair) We had a very wearisome time locating the building, but when we finally did, I noted it was a fairly modern brick structure. Leaving the children and dog in the car, Pauline and I approached the main entrance. The door to the lobby was open and the hall lit but no one was around and all inner doors were locked. Finally, I knocked on the door that looked most likely to produce results - and it did. A middle aged man greeted us and had us sign ourselves in for the night. We had to give a statement about where we were from and where going, my state of employment, names and ages of the children. We then brought the children inside and his wife came and showed us to our quarters. The doors locked behind us. Our room was plain but adequate to our needs. A wardrobe closet, two double beds and a cot served our two girls and boy and ourselves just fine. Bathrooms with showers were just down the hall. The children behaved admirably. The novelty and excitement of the situation kept them awake but we all settled down to reading in bed and wondering what tomorrow would bring. We went over the role the children were to play. How they should behave and what answers they should give if asked.

The next morning, at 6 A.M. a knock on our door informed us that breakfast was ready. We had to hurry to dress and strip the beds and clear everything out of our room. The doors locked behind us as we went into a large room. On one side there were two long tables set up and nearly all the seats occupied by other "transients". We were the only family. Two young girls travelling together, some young men, and the others wore the stamp of derelict "down and outers." We sat together at one table and began to eat the food before us. The menu consisted of day old doughnuts and coffee and over salted cream of wheat cereal. The unusual hour and awkward situation dampened our appetites but we all ate. Slowly, the men at the table started talking to us. Who, what, why and where, - the cold weather and their own problems were main topics of conversation. Relaxing at the tables after meals was not permitted and we all made our way back to the lobby where a sign (and the practised expertise of the "regulars") informed us that the Social Worker would not be in his office until 9 o"clock. We were on our own for over two hours with nothing to do but wait. It was cold in the unheated lobby so finally we decided to drive around town and look the place over. We stopped at a Dennys Coffee Shop for hot coffee and chocolate and saw some of the others had resorted to this method of killing time. The two girls (aforementioned) were having a sizeable breakfast and appeared nonchalant - apparently travelling around for the fun of it and had learned how to use the system to their advantage. Outside, the puddles in the parking lot were ice-covered and our little ride had produced another problem. The alternator light registered red on the dash board and I knew this would cost me. The "game" became increasingly real. We returned to the Salvation Army offices and the Social Worker shortly after 9 A.M. The lobby by this time was filled with people, Singles and family groups - waiting to be helped.

I felt guilty using the mans time. I gave him the "story" we'd concocted and told him we were nearly out of gas and oil and the constantly needed transmission fluid. He sent me out for gas and oil right away and went out to the car where my wife and children were bundled in blankets and offered them the use of a day room furnished like a living room with chairs and couches and a T.V. set. We had to bundle in blankets there too as it was bitter cold and the room was not heated. It was easier to pass the time away there and toilet facilities were just down the hall. I spent my time with the social worker. He wanted some proof of our story that we were on

our way to California from Michigan (where things just hadn't worked out) and we were to stay with our friends until I located a job and a place to live." He tried to reach our friends by phone to verify our story but they weren't in so we had to wait. In the meanwhile, he sent me to a garage to have the car checked to see what was wrong with it. I was told it was the Alternator and it would cost $40.00 to fix it. I had to wait when I got back to the S. A. offices as the social worker had other people with problems. He then made some calls and traced down a used Alternator in an auto junk yard. My car was still running so he gave me a check for $10.00 and I drove out to pick it up. At noon, we were called in to a lunch consisting of homemade soup, crackers and coffee -- it was salty but it filled the space. Our lunch companion was a young motorcyclist from the West Coast with serious heart trouble, trying to get home for surgery. The auto junk yard mechanic asked a high price for installing the Alternator so, after lunch, one of the men, waiting around for help, offered to install it for us. The social worker told him to go ahead and he tried, but cut a wire in the process and I ended up taking it to a stipulated gas station to have it installed. At about 4:30 I returned to the S. A. where, again, I waited to be seen.

I couldn't believe this man. His manner was very friendly. At no time did he make me or my family feel uncomfortable. He went about his work in a way that did not damage my dignity before my children. Yet I felt he could detect a phony and I worried that he would discover us. He was ideal for his position. I've never run across anyone who could do his job as well. He got all the information he neded in a graceful manner. His case load that day would have had most people climbing the walls. He had no office staff, but handled each case with an insight, sensitivity, and dispatch that made me marvel and, feel terribly guilty for occupying his time. I watched when I could and he was the same with everyone, the drunkard, the ex-con, the welfare mother who needed gas to get to her new-found job, the stranded family trying to get home to Oklahoma City, - just everyone. Well, when it was my turn again he said he had contacted our friends and he proceeded to give me: a voucher to buy food at a local super market, vouchers for gas at stations along our route to get us back to our home town and friends, two dollars in cash for "root beers" for the kids

bridge tolls or what have you, then he gave me four cans of transmission fluid and offered us dinner there and lodging for the night if we wanted to start out in the morning.

Here was a truly unusual man. His attitude toward poor people was exceptional. For 6 years, I had been a Director involved with dealing with problems of the poor and I know that this man had qualities hard to find.

When I asked him about repaying, he said, " If you can, it would be appreciated, as it will help other stranded families. But, if I couldn't, how about sending me a Christmas card?"

This man had made 12 phone calls on my case and met all our needs. The service couldn't have been better. Minor discomforts while waiting for help are scarcely worth mentioning.

On our return trip, we checked out the services in the cities and towns we passsed through and recorded what services were available, but, often didn't have the heart to take up the time and services from other busy people. Having role played a number of times and lived through the actual experience, we could pretty well tell the quality and availability of services. It was much the same story in other towns. Wait 3 to 5 hours , get a gas voucher for a fill up and two or three dollars to get us on our way. In the majority of cases, our first point of contact was the Police department and then referral to the Salvation Army if there was one. Occasionally, we were referred to Travellers Aid, Church groups, Welfare departments or the Highway Patrol.

We still have some tapes to transcribe. As soon as this is done, a copy of our findings will go to all of the agencies involved.

After our November trip, we involved ourselves in several projects, some taking only hours, others days or weeks.

One involvement had to do with trying to recover a job for a news reporter who had been eased out of her job after the Mayor of Oakland influenced the station manager of Channel 7 to make some changes. The honest city hall reporting by this

woman was a constant irritation to him. It was a thinly veiled case of political intervention and pressure against a truthful Press . Still not settled.

Another involvement has to do with helping a young woman who has just finished a world tour on a motorcycle. Several years ago she had served in Ecuador with the Peace Corp and even though she was no longer with the Corp, she feels a personal commitment to the plight of the people there. We became friends in 1965 when she was working as a work-study student organizer in the Oakland Housing Project where we lived. She is an artist and paints to raise monies for an orphanage and medical clinic in Equador.

Spent time too, putting together a proposal for a study titled "Prevention of Death and Injury Incident to Termination of Residential Utility Services". Since the proposal explains its importance, I will simply enclose a copy of it.

I did some preliminary investigations, sparked by my shock at hearing of another recent case involving the deaths of six innocent children in a fire. Their Utilities had been turned off for lack of a $28.77 payment which their Mother was unable to pay in full. A partial payment was refused on the same day that candles were used to provide light. A young couple was baby-sitting the sleeping children while the mother was out and a fire caused by the candles caused their deaths. California Senator, Nicholas Petris, Chairman of the Senate Select Committee on Housing and Urban Affairs, is interested in seeing that a study of this nature be conducted with the view to passing legislation for the protection of citizens who are temporarily unable to pay their public utility bills.

I want to continue this effort as long as I have "gas in the car".

As a POINT Agent this year, the monies given have given me the freedom to involve myself with a number of projects and human issues that I feel are important. It has been both an interesting and rewarding year. However, I have suffered deep disappointments and frustrations and the impact on our family has been difficult for me to handle. We have come full circle. Iam once again, unemployed. A wiser, more knowledgeable man, once again searching for meaningful and gainful employment.

After I sort out my feelings, I'll send out another report.

Submitted by:

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Prevention of Death and Injury Incident to Termination of Residential Utility Services

INTRODUCTION

This Proposal requests that an investigative study be conducted to fulfill a growing awareness that a need may exist for the passage of legislation to protect citizens who otherwise suffer loss of life, bodily injury, and personal property as a result of involuntary Public Utility disconnections.

Residential household utilities are deemed to be necessary life and health support systems. When Public Utilities, primarily, gas (heat) and electricity (lights), are disconnected as a result of temporary failure to pay for services, a number of cases have occurred resulting in bodily injuries and loss of lives. Such fires are a danger to the lives and property of adjoining neighbors also.

While our ancestors knew how to live safely without gas and electricity, modern man is no longer able to cope with the problem of safely providing light and heat in the absence of Public Utilities.

Firechiefs who have been interviewed regarding the problem of using makeshift methods to supply light and heat, have all agreed that it is not a matter of being careful. They state that it is impossible to control conditions when using candles etc. sufficiently well to guarantee the margin of safety necessary when used as a substitute to provide lighting in the home.

This study proposes to ascertain the prevalence and seriousness of these cases to verify or disprove the hypothesis that legislation could accomplish the establishment of more equitable procedures for the protection of innocent citizens.

RESEARCH

A PRELIMINARY RESEARCH HAS DEVELOPED THESE CASES IN POINT:

1. On February 3, 1972, in the city of Fremont, California a 23 month old infant died in a fire when a makeshift heater was used to warm the room

as a result of a public utility disconnection for non-payment of a utility bill.

2. In the neighboring city of Hayward, California, a father and his two children died as a result of using candles to supply light at a time when public utilities were not connected in the residence.

3. On September 5, 1972 ~~in the same city~~, the attempted use of a Coleman lantern and candles resulted in a fire with the loss of personal property and extensive damage in the approximate amount of $10,000 to a home in Hayward.

And, most recently and tragically, on October 21, 1972 -

4. Six Sacramento children recently died in a fire at a time when utilities had been disconnected for the lack of payment on a utility bill in the amount of $28.77. Partial payment had been offered the company field man at the time of disconnect, but was refused due to company policy. Makeshift lighting caused the fire resulting in the loss of six children.

These cases surfaced after a check with only four Fire Departments, there being 872 legally organized and Volunteer Fire Departments in the State of California. It is reasonable therefore to assume that similar cases occur elsewhere throughout the State. The extent of the occurrence bears investigation and study to ascertain and establish their frequency.

The Study will define these areas of importance.

1. First to establish in so far as possible, how many residential fires are started to supply heat, light or cooking fuel after public utilities have been turned off. To ascertain the cost in lives, bodily injuries, human suffering, and the cost of property loss and damage.
   How many adults, innocent children and senior citizens have been burned or died in these fires.
2. A second area of interest to be developed would attempt to assess the problems that Utility Companies have in regard to shut offs. The cost of collecting delinquent accounts and problems encountered. The deleterious effect such action has on the public image of said companies and also on the Utility rates.

RESEARCH (continued)

A Uniform Fire Incident Reporting System (U.F.I.) is being tested in several cities in the State, however, for purposes of research it is our experience that uniform reporting and record keeping systems are not used and all Fire Departments contacted, required individual contact and questioning to turn up pertinent cases. Methods of filing and keeping records differ.

During the preliminary investigation, research indicated that hundreds of Senior Citizens die every Winter in California by asphyxiation due to poor ventilating systems and inadequate heating units. This information will be developed as a by-product of the research.

3. Other governmental agencies, such as Health and Welfare that are directly related to the problems researched will be contacted for research.

Other information that should prove useful, could include: Is there a pattern of circumstances surrounding the cases, was income a factor to the persons affected, are the residences owned or rented by the occupants.

SPECIFICS

An adequate research and study can be conducted over a twelve month period utilizing one full time researcher and one full time assistant.

The study will include a random sampling of Fire Departments, and, because loss of life and property necessitates investigation by public safety officers, their records on these cases will be sought and researched.

Public Health, Firemens Associations, Welfare and Sanitation records and, in some cases, Building and Code offices and Newspaper morgues will also be contacted for purposes of seeking or verifying information and cases.

A thorough study will necessitate contacting every public Utility supplier of gas and electricity in the State. Also, Community Organizations, Home Improvement Associations and Senior Citizen groups should be contacted to see if they recognize this as a problem and if so, how they see the problem.

A complete written report will be submitted as well as any pictures available.

SPECIFICS (continued)

Taped interviews if deemed necessary or appropriate.

The contract will be managed by the Committee Consultant under supervision of the Senate Rules Committee. The Select Committee will hold hearings prior to preparation of a final report including reccommdations. Payments will be made on monthly or semi-monthly on the basis of man hours claimed, assuming satisfactory performance.

ANALYSIS

The analysis will review the problems of both the consumer and supplier. Reccommendations suggested as a result of the conclusions indicated by the research will be made.

For example:

Conclusions drawn from the research "might" indicate some changes of proceedure in cases that involve welfare recipients. It might be possible to establish an equitable program through the Welfare Department.

If, however, the problem is one shared by the general public, it may be recommended that the State initiate programs similar to that used by San Franciso for the collection of garbage. To wit, all residential and industrial garbage is collected whether the bill is in arrears or not. An attachment is put on the property of seriously delinquent accounts.

If the seriousness of the cases warrant legislation, one possible solution to delay shut off action, may be to require the company field representattive to collect partial payment if offered and delay the shut down of service.

At the completion of the preliminary research a conclusion was suggested as an aid to those persons whose utilities were about to be shut off: A standardized booklet on the use and care of candles in the home for lighting purposes with appropriate warnings could be distributed. The booklet should be written in easy to read print and simple, straight forward language and printed in both English and Spanish. The distribution of said pamphlet would continue until policies and procedures now in effect are changed.

217

A Cost-Benefit Analysis will be made drawn from the conclusions of the research.

"THE CONSERVATION EASEMENT"

Prepared by

Henry L. Goetz

December 7, 1972

"THE CONSERVATION EASEMENT"

A DEFINITION AND ANALYSIS

A Term Paper

Presented to

Mr. William Cunningham

School of Forestry

University of Montana

In Partial Fulfillment

of the Requirements for the

Course-Natural Resource Law

Forestry 427

by

Henry L. Goetz

December 7, 1972

219

PREFACE

Mr. Huey Johnson of the Nature Conservancy introduced me to the subject of conservation easements this past summer in our discussions of the Middle Blackfoot River Project. He contended that land use planning alone is not sufficient to conserve or preserve vast open areas or valley bottoms. But rather he argued that immediate steps should be taken to acquire development rights to critical parcels before changing circumstances of ownership would preclude their inclusion into a meaningful land use plan. Simply stated his philosophy is "tie up the ground, then make plans." Apparently he has seen too many critical parcels of property slip away while the planning process was going on and on and on. I personally believe that land use planning and land acquistion or right acquistion should be a complementary process, and that neither planning nor implementation can be meaningful without the other.

This course presented an excellent vehicle to begin my study and research on conservation easements, development right easements, and other legal means of conserving or protecting natural landscapes from unplanned or unwise development. In my backround reading on this subject it soon became evident that the legal aspects of easements are one of the most controversial subjects of real property law and also that very little case law has developed in the area of conservation easements per se. For these reasons I changed my original intent to make this paper basically legal research on conservation easements to a broader consideration of the conservation easement device itself. Mr. Oakes Plimpton of The Nature Conservancy has written a very definitive paper on the legal analysis of conservation easements (Reference 11) and I did not wish with my limited legal backround to simply paraphrase or abstract his work. However with the backround knowledge acquired through this course, I plan during

this winter quarter to review the use of conservation or related easements in Montana. Included in this research will be an examination of existing Montana statutory law and leading court cases that may relate to the use of conservation easements as a land use control device within the State.

TABLE OF CONTENTS

	Page
INTRODUCTION	1
EASEMENTS IN GENERAL	3
CONSERVATION EASEMENTS	5
THE PROVISIONS OF A TYPICAL CONSERVATION EASEMENT	7
THE LANDOWNER AND THE CONSERVATION EASEMENT	9
THE CONSERVATION EASEMENT AS A LAND USE CONTROL DEVICE	12
CONCLUSION	18

INTRODUCTION

A conservation easement is but one method that a governmental jurisdiction or agency and the private sector may use to preserve open space. Before examining the conservation easement and its application, we will briefly consider these other land use control devices.

The land use planning literature abounds with means to preserve open space. Moore lists the following land use control methods that may be utilized by governmental subdivisions: *(10-279)

1. Acquisition of land by right of eminent domain
2. Acquisition of conservation easements
3. Compensable regulation of land use
4. Exclusive use zoning
5. Imposition of minimum lot sizes
6. Compel sub-dividers to dedicate a percentage of the development to the public for parks and open spaces
7. Employment of property taxes to encourage non-developmental land use

Another method available to a public jurisdiction is the official map.(16-11) This device, which is a form of zoning, has been used in urban areas, but never really utilized in rural settings. The manipulation of property taxes as listed above may include variations such as preferential assessment, tax deferral, or tax exemption. Of course various leasing arrangements or outright acquisition of fee simple title could also be employed.

As compared to governmental agencies, private individuals or organizations

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* To indicate the information source a parenthesis will follow the statement. The first number within the parenthesis refers to the numbered bibliography attached to the end of the paper. Where appropriate a second number will indicate the specific page of the designated reference. For convenience an additional copy of the bibliography is included.

are somewhat more limited in the devices available to them for protection of open spaces. The two primary general categories are acquisition of fee simple title or some less-than-fee device.

There are many variations to the general acquisition of fee simple title method. Many of these devices will ease somewhat the high purchase price or full financial burden of outright acqusition. These variations include purchase and leaseback to the original owner or interested third party, purchase with a life tenancy for the original owner, purchase and sale-back with appropriate restrictions on the deed. One tactic that is often used, somewhat akin to guerilla warfare in our opinion, is the method of pre-emptive buying.(21-69) Utilizing this approach an organization with limited capital can purchase small, critical, key tracts within a larger potential development area, and effectively delay or postpone the planned mass development.

There are other less-than-fee devices that may be used to halt or delay the development of critical open space areas. An interested organization may lease the desired tract, with or without an option to purchase. Or they may purchase a license to give them permission to enter the land and use it for a particular purpose. However because of its revocable nature, a license right is not very satisfactory and should be used only as a temporary or stop-gap measure. Thirdly, a landowner may be persuaded to place restrictive covenants that run with the land on his property. However the enforcement of these restrictive covenants is so beset with highly technical requirements, that as Williams states: "No one in his right mind would ever tangle with this morass if any other conceivable course of action were available."(19-38)

As is apparent there are many devices governmental bodies or agencies, private individuals and organizations can utilize to control land use patterns. All these devices have individual advantages and disadvantages inherent in their usage. For example, zoning powers are often placed in legislative bodies and agencies that are very subject to specialized social, economic, or political interest. As a result many zoning ordinances if adopted, are not enforced or they are changed easily. Another example is the State of Montana flood plain legislation. Although this law was enacted almost two years ago, not one foot of flood plain has been designated as of yet. All of these land planning implementation tools have limitations and for that reason it is important not to consider one device alone as a panacea - they must be utilized in combination. As Whyte states: "The point is combination. Alone any single device is limited; together they strengthen each other."(21-100)

EASEMENTS IN GENERAL

To better understand the legal composition of a conservation easement, we will briefly examine the general definition of easements. The following references were read as backround material, as they seemed to be the most quoted legal sources in the literature: (1,13,18)

An easement is a right acquired by one person to use the land of another for a particular purpose; this acquired right is considered a nonpossessory interest in land. Two similar legal concepts are that of a profit and a license. A profit is a right of one person to go onto the land of another and take therefrom the soil or some substance of the soil.(3-62) An easement, by contrast, gives only the right to use the land of another with no right

to take anything from the land. A license is the permission given to another by an owner of real property to perform a particular act or series of acts upon his land.(22-70) However a license as distinquished from an easement is often created verbally, is a purely personal right, and is revocable.(9-16)

Easements are classified either as appurtenant or in gross. An appurtenant easement is created for use in connection with specific land designated as the dominant estate or tenement.(3-65) The tract of land which is subject to the easement is termed the servient estate or tenement. Thus every easement appurtenant requires for its existence two tracts of land which are owned by two different persons. The dominant tenement need not adjoin the servient tenement, but usually does.(9-15) In contrast, an easement in gross is not created to benefit the owner or possessor of land as such, but is intended to exist without a dominant tenement.(17) Thus an easement in gross requires only one parcel of land which is owned by a person other than the owner of the easement in gross.

Easements may also be classified for purpose of use as affirmative or negative. An affirmative easement entitles the owner of the easement to do affirmative acts on the land of another. A negative easement places a restriction on the activities of the servient owner.

Examples of the various types of easements will aid in differentiating between the classifications. If two different landowners (A&B) own property adjacent to one another, and landowner A gives landowner B an easement to build a road across "A Land", this is an affirmative appurtenant easement. If landowner A agrees not to cut certain trees on his property that can be viewed from the house of landowner B, then landowner B holds a negative appurtenant easement. An example of an affirmative easement in gross would be when landowner A gives a right-of-way easement to C, who did not own any

land in the area. If landowner A agreed with the Game and Fish Department not to cut brush along a creek which ran through "A Land", the Game and Fish Department would hold a negative easement in gross.

Negative easements can also be compared to restrictive covenants. These covenants create equitable servitudes (18-858) that are agreements restricting land use without the formalities of an easement grant. Usually these covenants must benefit appurtenant land (18-865) and the majority of American court authority favors their enforcement without regard to their negative or affirmative nature.(14-972) Also if the intent of both parties is clearly stated, the restrictive covenant will run with the land.(11-9) A major drawback to the restrictive covenant concept is that if the purpose of the restrictive covenant has been neutralized by changing conditions, the covenant will not be enforced.(11-9)

In a later section of this paper, the legal problems inherent in conservation easements and easements in general will be discussed. Pertinent aspects of the principles of easement law will then be noted.

CONSERVATION EASEMENTS

With this brief backround and review of easements in general, what then is a conservation easement and where does it belong within the general easement categories? In the next few paragraphs, we will define a conservation easement, outline briefly its history in scenic easements, and finally discuss some examples of instances where conservation easements have been used.

The major purpose of a conservation easement is to preserve the natural state of the grantor's land. The grantor in effect relinquishes the right to develop his land and grants to another party the right to conserve and

preserve the beauty of his property in perpetuity. The specific terms of individual conservation easements will vary, as we will discuss later in the paper, however most conservation easements have the characteristics of both affirmative and negative easements.(12) To minimize possible legal problems it is important that the affirmative character of the easement be clearly stated and emphasized.

A conservation easement may be either appurtenant or in gross, depending on whether it benefits a dominant tenement. Many of the public conservation type easements, such as highway scenic easements, are appurtenant. In contrast however, many of the easements that benefit private conservation organizations are easements in gross. Many authorities question the legality of a negative easement in gross - a problem that will be examined in a succeeding section of this paper.

Conservation easements are direct descendants of the scenic easements that have been used by public agencies for many years. With the grant of a scenic easement the landowner agrees to prohibit any activity which will interfere with the scenery.(15-47) Common restrictions in a scenic easement include the dumping of trash, the removal of vegetation, and the erection of billboards. In the early nineteen hundreds a few scenic type easements were utilized in Massachusetts and California primarily with public transportation systems. In 1930, through the Capper-Crampton Act, Congress authorized easement acquisition along the streams and parkways of the National Capitol area. Also in the 1930's the National Park Service used scenic easements along many stretches of Blue Ridge and Natchez Parkways. Then the device fell into disuse, but the new outward push of suburbia after World War II prompted officials into once again considering the use of easements.(21-83&84)

Recently other public agencies have used the conservation easement concept to further their agency goals. For example both the State of Wisconsin Conservation Department and Highway Commission utilize conservation type easements in their programs.(16-8&9) The United States Bureau of Sport Fisheries and Wildlife have used easement programs to protect duck nesting and rearing habitat in Minnesota, North Dakota and South Dakota since 1959.(8-356)

Among private organizations the Nature Conservancy is a leader in the use of the conservation easement concept. The Conservancy has acquired such diverse rights as ~~the~~ air space over Diamond Head in Hawaii, duck hunting areas in Ohio, and tideland-seashore in California.(7) Presently the Nature Conservancy is negotiating for conservation easements along the Blackfoot River here in Montana.

THE PROVISIONS OF A TYPICAL CONSERVATION EASEMENT

We will examine now an actual conservation easement granted to the Nature Conservancy by the Peytonia Land Company of California. This easement covered a portion of Suisun Marsh on San Francisco Bay. It should be stressed that this is only an example of a conservation easement, as one of the most advantageous aspects of this device is its inherent flexibility. The terms of the conservation easement can be tailored to meet the specific goals and objectives of the grantee agency or organization. Also to a lesser degree, the individual needs and desires of the grantor can be considered within the broad policy of the easement program.

The legal services of an attorney should always be utilized when preparing a conservation easement. The statutory law concerning easements varies between states, and the legislative mandates of grantee agencies will vary.

The first portion of the deed states, among other items, legal requirements concerning the grantor, the grantee, and the land on which the easement has been granted. Of particular importance is a clause that clearly and explicitly states the intent and purpose of both the grantor and grantee. The intent statement should also include the duration of the easement, the assignability of the easement, and the rights and responsibilities of all heirs, assigns, and successors to both the grantor and grantee. A clear statement of these facts will aid immeasureably in the event that the easement is ever challenged in a court case.

In this particular conservation easement The Nature Conservancy could enter the land to exercise the following affirmative rights:(6-1&2)

1. To exercise all rights under the easement
2. To protect the natural habitat
3. To conserve and protect the animal, bird, and plant populations thereon
4. To study nature
5. To make scientific observations

This assertion of affirmative rights to the grantee avoided the potential legal problems of purely negative language - the negative easement in gross controversy.(16-C1) Affirmative provisions in many easements granted to public agencies may include statements which permit such rights as public hunting and fishing, weed control, vegetation planting or seeding, streambank or stream channel improvement, and posting of signs.(8-359)

Rather than list openly the negative provisions of the easement as such, the language of this document stated: "The terms 'conservation' and 'natural state' shall mean, without limiting the general meaning of the terms, that there shall be on these premises no:"(6-2)

1. Erection of buildings, billboards, fences or any other structures.
2. Filling, excavating, dredging, removing top soil (or sand, gravel, rocks or minerals above a plane 200 feet below the existing land surface), building roads, emplacement of pilings or pile supported

structures, construction of breakwaters or levees, or changing the topography of the land in any manner.

3. Dumping of trash, rubble or waste materials of any type.
4. Burning or cutting trees or plants (whether dead or alive), pollution of said waters, spraying with biocides, grazing domestic animals, or disturbing or changing the natural habitat in any manner without express written consent from the Conservancy.

Once again the negative provisions of the document will vary with the purpose of the agency or organization obtaining the easement.

The final provision in the easement permits the grantor and its successors in interest to use the land for any purpose not inconsistent with the terms of the easement. This method of specifically listing the activities to be controlled has proven preferable to taking all the rights of the grantor and then giving back or permitting those that are designated. Invariably a compatible use will be overlooked and this leads both to confusion and discord between the grantor and grantee. The Wisconsin Highway Commission used this second approach in their early scenic easement programs and experienced so much difficulty that they use now the same method described in our sample deed easement.(16-B4)

In many of the public agency programs, the individual easement deed usually authorizes the grantee-agency to allow any change requested by the landowner which the agency determines consistent with the purpose of the easement.(10) This clause emphasizes the flexibility of the conservation easement device.

THE LANDOWNER AND THE CONSERVATION EASEMENT

The conservation easement device offers many advantages to the prospective grantor. Whyte has listed several advantages to landowners who grant easements: (20-17)(21-81)

1. The natural beauty of the grantor's land is preserved.

2. In our opinion, one of the greatest advantages to the grantor is the retention of land ownership. In most cases this means that the rancher or farmer can still engage in his chosen occupation. Subject to the provisions of the conservation easement, the landowner can sell or lease his land and also expel trespassers. In short, the grantor retains many of the most desireable rights of land ownership.

3. If the area included within the conservation easement program is sufficiently large, the individual grantor obtains a form of flank protection. The integrity of his land is protected from surrounding adverse land use.

4. When only a portion of the grantor's land is included in the conservation easement program, the value of his remaining property should be enhanced. This would be particularly true in a river valley situation with conservation easements granted on the river frontage land itself. With an essentially free and open river corridor, the land back from the river would be more valuable for planned recreational or permanent homesites.

5. There are also potential tax benefits that may accrue to the grantor. We will discuss these advantages in the following paragraphs.

Real property taxes are typically based on the market value of the land. (15-57) In theory the grantor should receive a real property tax reduction proportionate to the loss in value due to the fact that the property no longer has a development potential.(12-5) A reduction in real property taxes is not always certain however, because many local assessors who are unfamiliar with conservation easements may argue that the easement has not significantly reduced the value of the property.(4-4) In reality the grantor also may

receive no actual reduction because often the land has been taxed only on an agricultural or open space basis. However after deeding away a conservation type easement, the grantor should not be subject to real tax increases in the future. In addition many states follow the practice of "unitary assessment," which means that the entire value of a parcel of land is taxed to one party,(4-4) so obtaining a lower tax rate after the sale of an easement would be difficult. It is apparent that the real property tax savings realized through the sale of a conservation easement will vary greatly depending on the specific locale and situation.

The grantor who sells a perpetual conservation easement will also realize a savings in his federal income tax payments. The Internal Revenue Code provides for a lower tax rate for capital gains than for ordinary income. If a taxpayer sells capital assets, he can take advantage of the capital gains tax codes. The two requirements that must be satisfied are that of a sale and whether conservation easements are determined to be capital assets. To meet the first criteria the easement must be granted in perpetuity. Affirmative easements have been viewed as sales of real property -therefore capital assets.(16-54) There have been no direct holdings on the tax treatment of sale proceeds of a purely negative easement. Recent tax cases have emphasized such factors as whether rights were sold that could be called capital assets. Under this line of reasoning when rights to control land use were relinguished, these rights(a negative easement) should be considered a capital asset.(16-55) Obviously this area of possible capital gains tax advantage should be considered by the grantor and his attorney prior to granting a conservation easement.

The grantor who donates a conservation easement either to the Federal Government or a charitable organization should also receive a deduction for

the value of the easement on his income tax.(12-5) The easement must meet essentially the same requirements as described in the preceeding paragraph. The donor may deduct at market value on contributions of long-term capital gain property up to thirty percent of his income. In addition the donation may be carried forward for the next succeeding five years if the donation exceeds the allowable deduction.(12-3)(4-5) For a prospective grantor who has large land holdings or who is seeking a tax shelter, the donation of a conservation easement can be very practical as well as altruistic.

An individual wishing to grant a conservation type easement should also realize that there are potential difficulties in this method. These problems usually center on the terms of the easement and the location of an agency or organization willing to accept the easement. Unless the provisions of the document are carefully drafted and the implications clearly explained and understood, the easement could prove to be a future cause of discord between the grantor and grantee. Additionally many agencies and organizations will only accept or purchase land with a fee simple title. Agencies often do not accept less-than-fee interests without special enabling legislation. Many private conservation organizations also will only accept fee simple title because they may have to pay property taxes or do not have an established acquisition program.(4-2) The conservation easement may also cause legal problems or difficulties in the enforcement of easement provisions. These potential problems will be discussed in the final chapter of the paper.

THE CONSERVATION EASEMENT AS A LAND USE CONTROL DEVICE

In this final section of the paper we will discuss some of the aspects of the conservation easement as a land use control device. The public

benefits of the conservation easement will be considered in conjunction with the two biggest potential problem areas: legality and enforcement. Finally some requirements for a successful implementation of a conservation easement program will be examined.

Many authors have listed the public benefits that are obtained through the use of easements to preserve open space.(20)(21)(5)(10) The following list is a summary compilation of these benefits:

1. The land remains on the tax rolls.
2. There are no, or very minimal, public maintenance costs.
3. The acquisition of easement rights are usually less costly than purchase of a fee simple title.
4. The land very often remains productive because it remains in the private sector.
5. The easement device mitigates the pressure on rural landowners to sell their land to developers, which often results in serious environmental degradation, because real estate taxes should no longer reflect the value of potential development.
6. Because of the potential tax savings possible through a donated conservation easement program, prospective grantors may be more willing to place restrictions on their property.

The fact that the land remains on the public tax rolls, allbeit at a constant or reduced valuation, has been a large factor in public acceptance of the conservation easement device. The Bureau of Sport Fisheries and Wildlife experienced little argument from local authorities in their wetland easement programs because land was not removed the local tax rolls. However they did experience considerable difficulty in acquiring fee simple title.(8-357) Furthermore, local tax bases are not usually reduced by the use of conservation easements because much of the land subject to the easements derive their principal value from usefulness such as agriculture that does not require development. From another viewpoint, property restricted from development by conservation easements does not burden the community with increased demand for public services.

In the majority of instances the acquisition of easement rights are less costly than purchase of fee simple title. Of course this cost will vary with the nature of the provisions restricting the grantor's use of his land. Where very little interference with the landowner's use of his property was required, acquisition by easement was considerably cheaper than by fee simple. This was the experience of the Wisconsin Conservation Department in their fishing easement program.(8-347) By contrast the flooding easements acquired by the Army Corp of Engineers cost 79 percent of fee simple title.(20-18) However these easements included not only the acquisition of existing residential buildings around the resevoir, but also gave the Corp the right to flood the property of the grantor.(19-42) In this instance the landowner relinguished many of his rights, so the easement price should more nearly approach fee simple value.

Although the public can realize many benefits from the use of conservation easements to protect critical parcels of land, potential difficulties may also arise in their utilization. The two most important of these problems involve the legality of conservation type easements and their enforcement. Once again we refer the reader the the legal analysis study by Mr. Oakes Plimpton of the Nature Conservancy as an excellent review of this subject.(11)

Many of the legal problems associated with conservation easements result from the fact that the law concerning easements is a development of the common law. The conservatism of English judges led to relatively little flexibility in the recognition of easements for new or novel purposes and situations.(14-958) Also the American courts have very often followed this principle, especially as regards negative easements. Although this view is not always adhered to, it does indicate a reluctance to create

additional emcumberances on land. This carryover from the common law is further complicated by the fact that a conservation easement held by a private corporation has never been tested in the courts.(11-2) In fact with the exception of scenic easements along highways, litigation has almost been as sparse for governmentally held easements.(4-3) The Wisconsin Supreme Court upheld the constitutionality of scenic easements and their use by public agencies.(Kamrowski v. State, 31Wis. 2d 2456:1966) The Court held that they provided "visual occupancy," not imposed by police power but paid for under eminent domain, and the legislature had laid down the proper standards for their application.

As the reader will recall, easements are classified as appurtenant or in gross, and affirmative or negative. The legality of easements with some of these characteristics is not in question. In general appurtenant easements, both affirmative and negative in character, are considered to be legally enforceable agreements.(11-5to8) The legality of these easements has been strengthened in those states which have passed enabling legislation for the government to acquire less-than-fee interests in land for conservation or scenic purposes.(11-5) Although affirmative easements in gross have been recognized by a majority of courts as a legal relationship,(4-3) there is some doubt as to their assignability or inheritability.(5) Reno states that the majority of American courts have held that easements in gross are nonassignable.(14-1089) Some authorities fear that if an easement in gross were assignable, it would be overburdened by a proliferation of possible heirs and assignees.(11-12) (In the State of Montana Codes easements in gross are transferrable- RCM, 67-1503, 1947.) However the modern trend is towards assignability(11-13) and some scholars state flatly

that an easement in gross may be assignable by the terms of the grant.(1-8.82) (19-13) Furthermore as the purpose of a conservation easement is to preserve rather than use, proliferation of heirs or assignees should not be a problem. (11-14)

The legal uncertainties of a conservation easement more specifically relate to the apparent negative and in gross characteristics of the document - the only easement category not yet discussed. There has been very little case law on negative easements in gross and what authority there is does not recognize such a conveyance.(11-14) The American Law of Property by definition rejects the legal concept of a negative easement in gross.(1-8.12) To compound the problem, courts in the litigation of restrictive covenants, which are similar to negative easements in gross, have usually looked for appurtenant land to be benefited by the covenant.

There are some measures that have been employed in drafting conservation easements to minimize these legal uncertainties. In the absence of clarifying state legislation, most conservation easements stress the affirmative rights of the grantee and state these rights very clearly and explicitly. (16-2)(11-23) Some organizations may also purchase a small acreage close to the land in question, so as to make the conservation easement appurtenant.(12-4)(11-24)

Other problems with the conservation easement relate to enforcement. Many public agencies and private conservation organizations simply cannot accept the responsibility of administrating conservation easements scattered over the countryside. The Wisconsin Highway Department overcame this difficulty by placing administrative "watchdog" authority with the local district personnel.(15-23) Another possibility would be the formation of a local landowners association to both hold the conservation easements and to be responsible for their enforcement.(16-4)(15-33)

Of more serious importance is the fact that courts often will take action only after a violation has occurred - by then the damage has been done. The National Park Service had this difficulty in the enforcement of provisions in their scenic easements prohibiting tree cutting.(19-44) Since the courts are reluctant to issue injunctions in advance to prevent violations of property rights, it has been difficult in these cases to obtain relief in anticipation of possible violations. Moreover after a violation has occurred, it is difficult to prove damages. The most effective solution to this problem would be to insure that the grantor understands clearly all implications of the provisions in the conservation easement.

The final portion of this paper will consider briefly two requirements for the successful use of the conservation easement as a land use control device. Paramount in the use of this device is the consideration of the character of land to which the easement will be applied. Williams, in ORRRC Study Report 16 (19-16), indicates that conservation easements have proven most successful where they have protected against serious dangers on land that is not subject to strong development pressures and where the existing land use is not greatly affected. The land within the middle Blackfoot River corridor would appear to meet this criterion.

Secondly, the terms of the easement document should be carefully developed and clearly stated. As was previously indicated, carefully drawn provisions will minimize potential legal difficulties of the conservation easement. Moreover if the grantor is clearly appraised of the rights being purchased, enforcement problems will largely be negated. The courts should not have to interpret careless thinking and careless

documents. The courts will seldom interpret such documents in favor of the acquiring party.(16-17) In their successful scenic easement program, the State Highway Commission of Wisconsin has gone to great and elaborate lengths to explain their easements to property owners.(15-69 to 71)

Finally the key to a successful conservation easement program lies in the imagination, initiative, and skill of the individual field man who deals firsthand with the prospective grantors.

CONCLUSION

Although potential problems exist in the use of the conservation easement as a land use control device, careful drafting and explanation of the document can overcome many of these difficulties. With its inherent flexibility, the easement is ideally suited to use as a stop-gap measure to preserve open space and ecologically critical areas while some of the other slower processes of land use planning can define the best , specific uses for the area in question. As we stated in the beginning of this paper, the concept of conservation easements is but one of many land use control devices. To achieve maximum utility, easements have to be combined with these other tools at our disposal. However it is a very useful device, and one that could have wider application here in Montana. For it is apparent to concerned Montanans that proper land use planning in our State is in a close race with a "helter-skelter, haphazard" land boom of unprecedented proportions. In this battle to save the quality of our environment any weapon that can be used should be used.

Montanans are rapidly approaching those whom Whyte refers to:

> "The less of our landscape there is to save, the better our chances of saving it. It is a shame we have to lose so much land to learn the lesson, but desecration does seem a prerequisite for action. People have to be outraged. Most of the new land-use legislation and the pioneering programs did not come about as the result of foresighted thoughtful analysis. They came about because people got mad over something they could see."(21)

Conservation easements can and should be used by people who are mad over the land desecration they see.

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Round and round it goes
where it stops
nobody knows.

Buddha

PROJECT PROBLEM PURPOSE PROGRAM: GOOD WORKS COLLECTIVE

What has been called the Women's Movement in this country actually encompasses two divergent but complementary areas:

1. The social, economic and political struggle for women to achieve equality in the decision-making life of this country.

2. The personal struggle for women to gain a new conception of themselves, free of the traditional psychological framework that a male-oriented society has produced.

The Good Works Collective is a nucleus of women with specific talents engaged in community service and creative projects that will develop the energies and growth of women.

The Good Works Collective will concentrate on processes which will help lead women through a series of transformations in the above areas, ending and beginning in a realization of their full and unique identity.

The results of the women's efforts will be of enormous benefit to men. As women's roles change to fit the 20th century condition, men's roles will change as well toward a less pressured work life, and a freer, more open and honest approach to personal needs: a new definition of "manhood".

Society will change once the particular sensibility of women (51% of the population) is given 50% of the participation in decisions. The aim is to replace the competition method with a new cooperative approach.

Our planet life support systems are rapidly being depleted, and expanding industrialization, population growth and present unequal class systems have become ruinous to world stability and real progress. All of these areas directly relate to woman and/or feminine principles -- for it turns out that we now must break away from the model of growth to that of maintenance, that we need a model of cooperation

rather than competition, that the age-long equation between women's worth and fertility must be broken, and that the blatant disregard for general human welfare must be reversed if anyone is to survive. Now that the total social cost of oppression has become painfully clear, society is being forced to re-examine all roles, values and perceptions of reality.

I EDUCATION PROJECT

The Good Works Collective is developing curricula and study programs to be made available to interested parties and institutions.

It is attempting to correct misconceptions by re-examining history, facts and theories to include and make available the "woman's point of view" and to acknowledge the role played by women in the political, cultural and economic development of the world's civilizations.

Specific cross-cultural studies will include both the conscious and unconscious roles of women in the world as mirrored in dreams, myths, legends, folk customs, alchemy, religions and art.

Courses will range from pure theory courses to strict application courses.

Examples: Comparative Cross Cultural Studies of Women's Roles

Women and Religions

Black Women in America

Patriarchies and Matriarchies: A Comparison

Biological and Social Determinants of Sex Differences

Children's Sex and Social Role Development

Women in Maoist Countries

Massage - Yoga Housecleaning - Auto Mechanics - Painting

Carpentry - Para-Medic Training - Legal Rights

Etc.

The courses will be designed for women and men from the age of twelve on.

II GOOD WORKS COLLECTIVE GENERAL STORE PROJECT

The General Store will encourage women to be economically independent by providing their crafts, made either at home or in the workshops, for sale.

The General Store is open-ended, offering multiple services: it will stock equipment needed for workshops and projects with the Collective; it will coordinate the craft workshops; provide a space for women where they may share and encourage each others' creativity; it will house a laundromat; it will "woman" a 24-hour switchboard and answering service providing community service information and help.

III CREATIVE WORKSHOPS

The Creative Workshops operate under the auspices of the education and General Store areas of the Cooperative. Creative Workshops that are primarily concerned with the production of crafts and articles to be sold in the General Store will operate within the Store's premises. Creative Workshops in non-material products (e.g. Yoga, Nutrition, Weight Watching, et al.) will be included in the education curriculum.

Dance, theatre, videotape and film workshops will be organized in the form of specific work projects. That is, money for a specific film with a specific aim is raised, a crew gathered, a film produced. When completed, the workshop is over. A new project, a new aim will provide a new reason for another workshop.

IV CONSCIOUSNESS DEVELOPMENT PROJECT

There are no cultural models of adult female mental health. The Consciousness Development Project hopes to build these models. Consciousness Development is undertaken with the understanding that much that is called neurotic is culturally derived and therefore demands new ways of approach.

A problem in current psychotherapy shared by all other helping professions is the questionable viability of attempts at isolated "adjustment" when the very roots of society are themselves deeply in question. At a time when the usual fabric of relatedness and institutional support are in a state of decay, special modes of mutual self-help are called for. Therapeutic emphasis is developmental rather than pathological, which means that therapy is "change" rather than "adjustment".

The process will be an individual and collective enterprise. The growth of the individual is inexorably bound up with the growth of society. The goal is towards a universal person who can integrate his inherent male and female qualities without loss to either.

The therapists are eclectic in attitude and background including therapist teachers, feminists, communicators. Based on principles of organic administration there will be a sliding fee scale based on ability to pay to be decided by the client and another sliding pay scale among the therapists based on their other income.

ONGOING PROJECTS

Small Groups

Consciousness raising groups are operating throughout the city in people's homes with the techniques of therapy-trained people available.

These groups of women are interested in exploring new ways of relating to each other and to themselves through a personal/interpersonal examination of the problems women encounter in a male-dominated society in and outside the home.

Women in Prison

The majority of women in prison are there for prostitution. We are developing an alternative program which would feed into the California State Correction Authority Work-Furlough Program.

We are also examining the possibilities of mounting a campaign to legalize prostitution.

Army Wives and Children

It has been brought to our attention by a child psychiatrist at The Presidio of San Francisco that the incidence of child abuse in the Army is increasing severely. There have been three deaths in the last months, all classified as "crib deaths". The Good Works Collective is developing a program designed to assist the Army in dealing with emergencies (a 24-hour switchboard) as well as offering Army wives an alternative to their sense of isolation and personal frustration.

Women's Film Festival

The University Art Museum, Berkeley, is sponsoring a Women's Art Festival for the summer of 1972.

In conjunction with the Pacific Film Archives, the Collective will organize and produce a two-week Women's Film Festival showing films made by men and women that have a positive orientation toward women. Films from all over the world will be shown. One evening will be devoted to film clips and trailers from "male chauvinist pig" films.

Whores/Housewives Seminars

A series of seminars and encounters between whores and housewives to explore female sexuality in depth. To seek a model of sexuality free from the deep-rooted, negative enculturation process which has encouraged women in childlike passivity, reactivity to the male, and insecurity at center. To promote freedom from sexual competitiveness with other women and the need to "possess" and/or be "possessed" by the male. To promote sexuality between men and women that would operate dynamically on the pleasure instinct rather than the power principle.

Liaison with Other Groups

Bay Area Research Counsel
Women's Research Library
Advocates for Women
Now
Berkeley Health Collective
Women's Media Workshop
Joyful World Press
Planned Parenthood
Abortion Coalition

Plans for Income and Fund Raising

Foundation Growth
Ownership of Creative Material -- Distribution
Publications
Fees from Group Members Who Can Afford to Pay
General Store
Sustaining Memberships
Film Showings
Laundromat
Non-union House Painting
Army Wives: Financed by the U.S. Army
WFF: Financed by University Art Museum and Theater Attendance

Legal Structure

501C3 Foundation

ORGANIZATIONAL PHASE BUDGET, SIX MONTHS

This budget relates to establishing minimum operational capability to

1. Continue on-going programs.
2. Undertake new programs.
3. Establish offices.
4. Prepare fund appeals.
5. Hire an executive secretary and provide supplies.
6. Retain attorney.

Budget (for six months)

Office Rental @ $300./mo.		$ 1,800.00
Telephone @ $100./mo.		600.00
Office Supplies		600.00
Salary for Part-Time Executive Secretary		1,200.00
Legal: Tax Status Work and Incorporation		1,000.00
Printing of Proposal		100.00
Toward These On-Going Projects: Women in Prison Whores/Housewives Seminar Army Wives (Child Abuse) Consciousness Development Clinic Women's Film Festival ($800.00)		6,000.00
	Sub-Total	$ 11,300.00
Contingencies		$ 1,000.00
	TOTAL	$ 12,300.00

PROPOSAL FOR

A WOMEN'S CENTER FOR GROWTH AND ACTION

Prepared by: THE GOOD WORKS COLLECTIVE

c/o Susan Margolis
75 Buena Vista East #506
San Francisco, Ca.
(415) 621-4660

or

c/o Freuda Bartlett
57 Harriet Street
San Francisco, Ca.
(415) 863-9326

What is called the Women's Movement in the country encompasses two distinct but complementary concerns:

1. The social, economic and political struggle of women to achieve equality and a voice in the decision making life of this country; and
2. The personal struggle for women to gain a new conception of themselves, free of the traditional psychological framework that a male-oriented society has produced.

The Good Works Collective, a non-profit organization, is a group of San Francisco women with specific talents engaged in community service and creative projects to develop the energies and growth of women. These women have been operating in distinct fields for over a year and find that they are just beginning to meet the needs of women. They propose centralizing their activities into a Women's Center for Growth and Action. The women's movement, in general, has seen a group of services grow - services which are aimed at giving women the information, the power and the support to assert themselves. What makes the San Francisco Bay Area unique in that it is a leader in experimental, diverse and militant women's activities. The Women's Center for Growth and Action is interested in centralizing these activities. For example, the legal workers found that women flocked to their center to learn specific tools - they could learn to file their own divorces, they learned how to defend themselves at Welfare Fair Hearings, etc. But this service cannot continue to operate only a few hours a day. They face the same organizational problem that all the separate groups do. They need space, monies to salary people, and facilities to encourage their educational program.

The word is out that there is a new sympathetic ear responsive to community needs but the activities are so scattered that women needy of these facilities cannot take full advantage of them. This proposal is a pilot project. Though these activities are not in themselves unique,

what will make them unique will be having them operate together. Because of the divided activities, the women's movement has been scattered, temporary and disorganized. The Center must be funded at it's inception and plans to be self-sufficient within a few years.

What follows is a report and breakdown of the separate projects with an indication of new activities envisioned as a part of the Center.

Women's Legal Center
558 Capp Street
San Francisco

The Legal Center has three on-going projects carried out by ten women paraprofessionals trained and overseen by two women lawyers:

1. A divorce clinic - Women learn how to initiate their own divorces, are advised of the pitfalls and procedures involved in the process, and are encouraged to bring any questions which may arise during the process to the Center for assistance.
2. Welfare Rights Workshop - Officials of the California Welfare Rights Organization give classes training women wanting to become lay advocates for welfare rights hearings. They also obtain referrals and work with welfare clients with administrative problems from the San Francisco Neighborhood Legal Assistance Foundation, thus providing women with minimal incomes with much needed representation.
3. Housing Workshop - Women are taught how to deal with tenant problems such as eviction, where and how to lodge complaints concerning the condition of the premises and how to deal effectively with the Housing Authorities and other public agencies. A referral service is also available for clients who have difficulty locating suitable housing.
4. Referral Service - A list has been compiled of attorneys willing to represent clients with minimal ability to pay, based on a pre-arranged "ability to pay" chart. There is an obvious need for expansion of this program to attract more attorneys willing to participate.

The Legal Center finds that women are demanding to be educated to understand the legal aspects and avenues of solution to their problems. Women have been oppressed by the law and now are no longer willing to abnegate their power. The theory behind the Legal Center is to provide a central

location where paraprofessional legal workers, attorneys, educational materials and encouragement are available to meet this new demand.

The new Center will provide:

1. Information on consumer rights, marriage rights and divorce procedures, how to "do your own name change".
2. Attorneys who will organize class action suits, and projects that provide muscle when needed to deal with State and Local government and with employment action in private and public companies.
3. A program which will use students from local law schools, from VISTA, as well as practising women attorneys to give pledges of regular work.

The other major programs are:

1. A prison coalition, with people from the Medical Center, the Prison Law Project and Connections to give legal rights classes to the women in the county jails regarding child custody, welfare rights, etc. This group will pressure authorities to improve the conditions of the prisoners when necessary.
2. A work furlough program with the California State Correction Authority to obtain pre-release on-the-job experience for women prisoners both as workers in the Legal Center and in affiliated programs.

ALYSSUM, a Feminist Growth Center
1757 Union Street
San Francisco

Eight women trained in Gestalt therapy, family therapy, body work, massage and experience in leading women's groups, now operate a clinic one afternoon a week.

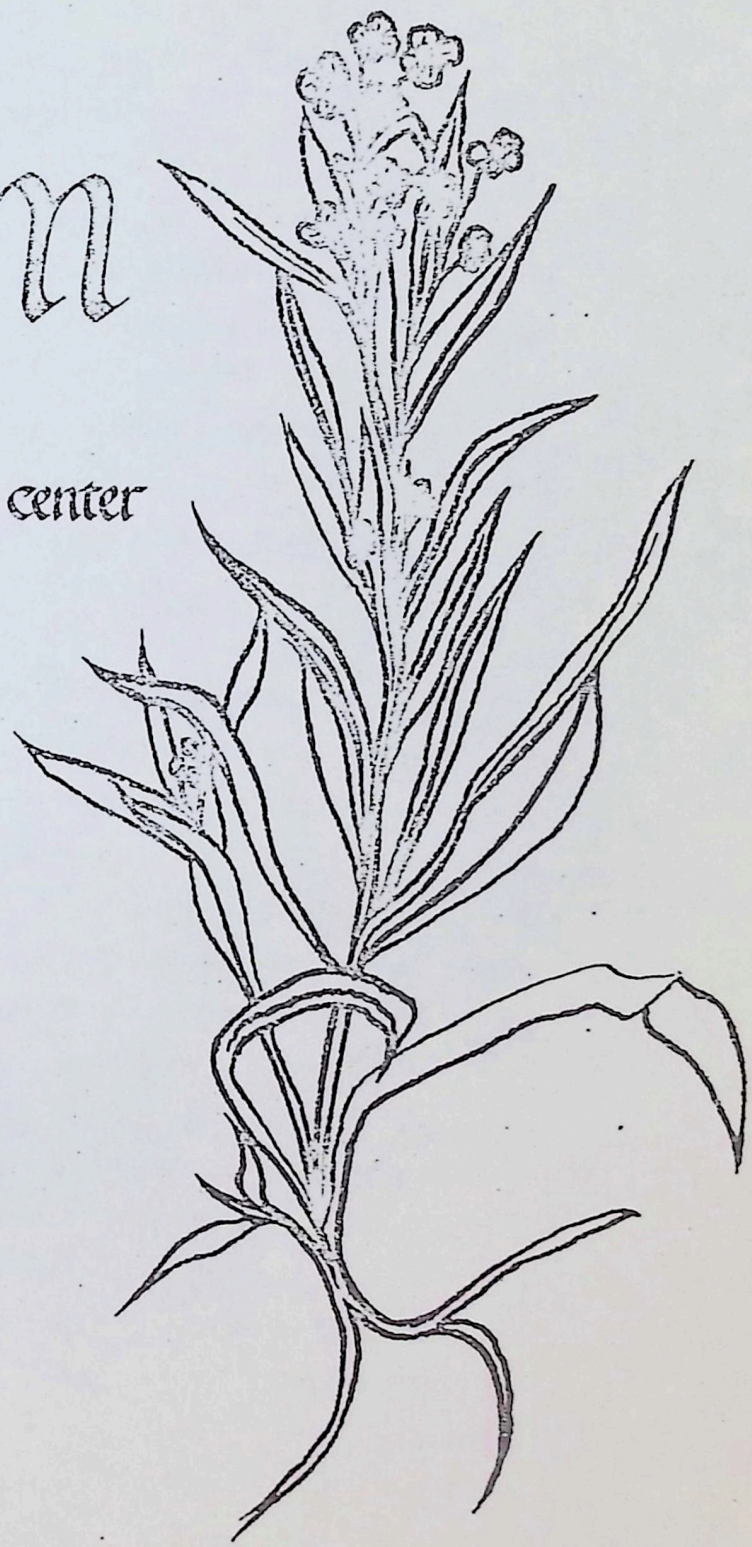
> "Due to the centuries of living in societal female roles, women have either given away their power to men, to the establishment, to their parents and even to their children, or used it in devious manipulative ways, thus losing much of their aliveness."

Alyssum's aim is to help women take back their psychological power, use it fully and openly and experience their uniqueness in the process. They now have on-going groups and they use a technique which is an amalgamation of their training. Alyssum has only been operating four months but already there as been a tremendous response witnessed by the number of women who come on a regular basis. They can no longer handle their program one afternoon a week, they need a regular, paid staff.

This is the only program which is somewhat self-sufficient. They are charging $3.00 a session and will continue to do so. Women who cannot afford Alyssum will pay on a sliding scale.

Alyssum

a feminist growth center



Due to the centuries of living in societal female roles, women have either given away their power (to men, to the establishment, to their parents and even to their children), or used it in devious, manipulative ways, thus losing much of their aliveness.

Our aim is to help women take back their power, use it fully and openly, and experience their uniqueness in the process.

We are women trained in gestalt therapy, family therapy, body work and massage and experienced in leading women's groups.

Lois Brien, Cindy Brown, Shelly Dunnigan, Pat Grosh, Lisby Mayer, Cynthia Werthman Sheldon, Anica Vesel Mander.

Drop in Wednesdays
starting September 13 1717 Union Street 3-7
three dollars

257

San Francisco Women's Health Center
3789 - 29th Street
San Francisco

This Center has occupied a small storefront on 24th and Church Streets for a year. They have examining tables, basic materials for self-exams, books and a bulletin board for community use.

1. They do referrals to doctors, clinics and hospitals serving women's obstetrical and gynecological needs. They share this referral with the Women's Switchboard. They handle approximately 80 referrals a week, 20 of which are abortion referrals.
2. They do patient advocacy on a small scale and the community is pressuring them to expand this project.
3. They hold weekly "self-help" sessions where a woman learns to give herself a pelvic examination using light and mirror.
4. They have organized workshops and study groups to research topics of interest in obstetrics and gynecology and have weekly discussion on subjects like nutrition, midwifery, vaginal infections, abortions and female sexuality.
5. Visits are arranged with a doctor who is sensitive to women's needs.

They propose to develop a resource center with materials on women's medical issues. They will train other women in paramedical skills, continue with the self-help groups and hope to be instrumental in initiating projects to challenge health institutions' policies and practices which they feel are detrimental to women. They will research the possibility of instituting a training program for paramedics in obstetrics and gynecology as in the course at City College in Orthopedic Assisting.

They will have doctors at the Center at specific times of the week to handle emergencies. Eventually the hope is to have a women's health center which is equipped to handle the full range of women's special health problems. The problem is so massive at least one women's health center is needed in each community to handle daily crises.

Women's Job Rights
620 Sutter Street, Room 318
San Francisco

This is a group of ten women in San Francisco who have developed an Employment Advocacy program. They have a similar group in Berkeley. They counsel women on their job rights, ensuring that the women obtain these rights. They educate women to become advocates for one another, so to generally increase women's political awareness of job discrimination. They hold weekly meetings where job problems and individual complaints are discussed. Women have complaints and questions about equal pay, minimum wage, age discrimination, maternity leave and insurance plans. Few women know where or how to file a complaint.

Often Women's Job Rights guide individuals to the EEOC. This agency is most alert to sexual discrimination complaints and the most thorough in investigating. EEOC is understaffed and often takes over a year to act on a complaint. One of the reasons for this neglect is that they hand the complaint to the State Fair Employment Practice Commission and SFEP is also understaffed and not yet sensitive to the rights of women. Political pressure is needed.

Women's Job Rights will file complaints in their name if the woman is certain retaliatory action will be taken by the company.

They handle equal pay and minimum wage complaints with the US wage and Hour Division, another Federal agency in need of pressure. They are also working on a program to get this agency to hire more women as investigators. They also handle complaints to the California Division of Industrial Welfare on equal pay and minimum wage.

They have issues a handbook ($1.25) which tells about all the agencies women can call on for help for protection as women employees. They often hold press conferences in law suits representing women's rights, exerting pressure to publicize the issue of sexual discrimination.

They must expand their activities as well as coordinate their work with other local groups in the Bay Area.

They want to:

1. Print more handbooks;
2. Expand their weekly self-help meetings;
3. Work on a program of organizing women within specific private companies;
4. Develop a group which will put pressure on the Affirmative Action Program;
5. Investigate why US Wage and Hour Division hires so few women, and make sex discrimination an issue for this agency;
6. Take the load off the EEOC (over half the complaints to this agency last year were complaints regarding sex discrimination) and pressure the other agencies to be as responsive and thorough as the EEOC;
7. Continue their work with N.O:W., Advocates for Women and Tinkerwomen regarding job development.

Tinkerwomen

This newly formed group is essentially a job agency for women. They will provide two basic things:

1. A job information and referral service for women seeking employment using a skill they already have.
2. Instruction in a skill they would like to obtain.

They have been able to place women from the Carpentry Collective, the Gardening Collective and women electricians who are training women on the job. More training will take place as women obtain more interesting jobs. The emphasis so far has been on unskilled and blue collar jobs, but the group plans will expand to include listings for crafts, service jobs, and the professions. Information as to how to do a resume, where to look for a job, how to be agressive, how to create jobs for women, will all be a part of the workshops.

Tinkerwomen plans to become self-supporting after it starts functioning on a full scale for a 10% referral fee which will be donated by each woman who gets a job.

Ideas for Other Programs

Women are changing and they must have room for creative invention. If the Center is to achieve its purpose, to bring together important women's activities in one location, it must provide space for new programs.

1. Crisis Center - A place for women with children to come in times of crisis, to re-orient themselves with support and counseling. This is particularly important because it is a service which working class and third world women need. The Center will be located in the Mission District in San Francisco which has a population of 112,725, 57,909 of which are women and 27,957 are children.
2. General Store - A free clothing exchange and a place where women can provide and sell their crafts.
3. Older Women - Senior women will create programs that are exciting and appropriate.
4. "A Room of One's Own" - Reading room with books and literature.
5. Space for the Arts - Creative workshops in the arts - dance, theatre, videotape and film workshops will be organized. For example, money for a specific film will be raised, a crew gathered and a film produced. When completed, a new project will provide the reason for another workshop.
6. Space for action groups - Groups are now forced to meet in homes such as Household Technicians and The Union Women's Alliance to Gain Equality.
7. Classrooms - Educational courses designed for women and men and children dealing with comparative cros-cultural studies of women's roles, women and religons, black women in America, etc.
8. "Army Wives" - San Francisco has one of the largest Army bases in American - the Presidio. Hundreds of Army wives, strangers to the City, are isolated and deserted for months at a time.

Psychiatrics at Letterman Hospital are willing to work on a program for these women in the Center as well as a program to handle the overwhelming problem of child-abuse.

Explanation of the Budget

The Director and Administrative Assistant will be responsible for:

1. Running and coordinating the many activities at the Center
2. Developing new programs
3. Dispensation of monies
4. All materials which go out of the Center
5. The on-going problem of fund raising, and
6. Researching the possibility of having the Center open during hours when most of the private and public agencies and services are not available, that is to say, to run the Center between the hours of 3:00 pm to 10:00 pm enabling it to truly offer the women of San Francisco a service not found anywhere else.

Paid administration is necessary if there is to be insurance that the Center will run smoothly, the projects coordinated and for the Center to stay in communication, expand sensibly, and maintain a general overview of the objectives. An important administrative duty will be obtaining financial support from women with economic resources who wish to see the Center exist. This plan will eventually provide the funds which will sustain the Center's basic needs.

Each program will be responsible for materials and volunteer time to match the funding given to this proposal.

Proposed Budget Summary

I.	Salaries		
	A. Center	$15,600	
	B. Program	24,000	
		$39,600	$39,600
II.	Building, Equipment, Maintenance		
	A. Center		
	1. Sustaining	$ 9,000	
	2. Capital	5,000	
		$14,000	14,000
III.	Supplies, Rentals, Misc.		
	A. Center	$ 3,000	
	B. Program	4,000	
		$ 7,000	7,000
		Total	$60,600

Breakdown Proposed Budget

Center Budget

I.	Salaries			
	A. Director	$ 8,400		
	B. Administrative Assistant	7,200		$15,600
II.	Building, Equipment, Maintenance			
	A. Sustaining			
	1. Rental	6,000		
	2. Utilities, Insurance	3,000	$ 9,000	
	B. Capital Expenditures			
	1. Office Equipment	$ 3,000		
	2. Building renovation (with lease escape clause)	2,000	5,000	14,000
III.	Supplies, Rentals, Misc.			
	A. Office	$ 1,320		
	B. Postage	600		
	C. Printing	480		
	D. Equipment	600		3,000
IV.	TOTAL CENTER BUDGET			$32,600

Program Budget

I.	Legal Program		
	A. Salaries		
	1. Two part-time paraprofessionals	$ 6,000	
	2. Supplies (Library)	1,000	7,000
II.	Medical Program		
	A. Salaries		
	1. Two part-time paraprofessionals	$ 6,000	
	2. Supplies	2,000	8,000
III.	Alyssum		
	A. Salaries		
	1. One part-time therapist	$ 3,000	3,000
IV.	Women's Job Center		
	A. Salaries		
	1. One part-time advocate	$ 3,000	3,000
V.	Tinkerwomen		
	A. Salaries		
	1. One part-time counselor	$ 3,000	3,000
VI.	New Programs		
	A. Salaries		
	1. One part time staff person	$ 3,000	
	B. Supplies	1,000	4,000
V.	TOTAL PROGRAM BUDGET		$28,000

TOTAL BUDGET WOMEN'S CENTER GROWTH AND ACTION $60,600

Good Works Collective
57 Harriet Street
San Francisco, California

January 22nd, 1973

Point Foundation
P.O. Box 99554
San Francisco, California

ATTENTION: Mike Phillips

Dear Sir:

As per your request of last month, I am forwarding a current personnel list of the Good Works Collective. It is my understanding that you have already received the updated proposal.

In addition to the groups listed in that proposal, you may add the following: THE WOMEN'S COMMUNICATION WORKSHOP, a media-oriented project designed to provide educational TV and radio programs on the subject of women and THE WOMEN'S EDUCATIONAL CONSORTIUM, a speaker's bureau which will provide spot or continuing educational programs to businesses, universities, etc..

As yet I have no final information as to whom will be representing the Collective at the February retreat. If you will forward details at once, I will circulate the information to our membership.

I can be reached at 626-6581 or 626-6584. My mailing address is 1371 6th Avenue, SF 94122.

Yours sincerely,

Carol A. Murray

FREUDE BARTLETT 57 Harriet St., SF 863-9326

Five years of college, no degrees; 13 years business experience as bookkeeper/office manager; four years co-owner and business manager of film distribution company; writer and editor; independent filmmaker and film production assistance; two books in progress.

JOANNA BRESSLER 2419 Russell St., Berkeley 549-3177

B.A., Barnard (Psychology); Ph.D., NY University (Psychology); 10 years professional experience as a psychologist, six as a teacher. Cookbook: "Stark Raving Mad in the Kitchen".

SHELLY DUNNEGAN 215 Lovell Avenue, Mill Valley 383-0261

B.A., University of California (Social Welfare); teaching credential, Dominican College. Worked as public assistant caseworker, headstart teacher; currently teaching anthropology and training as a radical therapist, consultant to women's small groups, organizer of Alyssum, a Feminist Growth Center.

SARA DUSKIN 2546 Hyde St., SF 928-4176

Five years medical training at St. Thames Hospital, London; fashion public relations and store owner for six years; fashion designer and coordinator for three years.

JOYCE EDELSON 2300 Divisadero, SF

Cooper Union, Fine Arts Degree; four years designer of woven woolens; two years children's book designer; two years dress shop manager.

KATHERINE LINDA ESMAY 2981 Sacramento St, SF

B.A., Michigan State University (Sociology); M.A. and teaching credential, SF State College (Education and Creative Drama). Areas of study: Asian Studies, Art and Design, Fashion. Lived in Taiwan, studied Chinese. Taught English, worked with retarded children in Chinese orphanage. Studied in France and Japan.

CAROLYN EVANS 1933 Greenwich St., SF 929-8344

B.A., Wisconsin (English); M.A., SF State University (Linquistics); eight years experience as secretary, research assistant, editorial assistant and teacher.

SUZANNE GINSBERG 47 Tamalpais Rd., Fairfax 457-0993

SUSAN GOODMAN

Currently working with the SF Women's Health Center and a newly formed drop-in therapy group for women. Teacher of art and dance.

RUTH GRAVITT 328 Pennsylvania, #2, SF 647-3648

PAM HARRINGTON 250 Alma St., SF 665-1205

B.S., M.S. (in progress), University of Kansas (Education); 5 years as teacher, secretary and legal worker; currently staff member of Women's Job Rights.

JUDITH KNOOP

ELAINE KRAMER

Coordinator of the Women's Legal Center which inter alia counsels women on problems related to divorce and other areas of family law. Active in the anti-war activities of the American Friends Service Committee and with the American Civil Liberties Union.

ANICA VESEL MANDER 1166 Filbert St., SF 771-4876

M.A., University of California, Berkeley (Comparative Literature); 13 years experience as college lecturer: University of California, Harvard, San Francisco State College. Writer: currently working on feminist book and "Five French Films." Organizer of Alyssum, a feminist growth center.

SUSAN MARGOLIS 75 Buena Vista East, SF 431-8042

M.A., San Francisco State College (literature and Psychology); Teaching credential; nine years instructor of literature, remedial reading and writing, psychology, San Mateo Junior College, Pierce College, Athens, San Francisco State College; University of California, Berkeley, and Ohio State University; researcher. Editorial Assistant, Simon and Schuster. Writer and Editor. Several journalistic assignments in progress.

CAROL MURRAY

A.B., University of California, Berkeley (Socio-legal studies, Urban Planning); 3d year student at Hastings College of Law; consultant OEO Legal Services; author of numerous law review articles, co-author of "Tax and the Single Woman: How Not to Get Screwed by the IRS".

MARY MYERS

B.A., Smith College; M.A., University of Kansas (Art History); 10 years professional experience as curatorial assistant and art instructor; three years business experience as art dealer and artists agent.

DIANE NELSON 40 Loring, Mill Valley 383-4827

B.A., Sanford (History); M.A., University of En (English Literature); M.S., San Francisco State College (Clinical Psychology). Five years teaching experience, one year at San Francisco State Counseling Center as therapist; currently in private practice as a psychologist.

Kathleen Sharp 929 Scott St., SF 921-9416

B.S., San Jose State (Occupational Therapy); five years experience as therapist and occupational therapist, Department Director in physical and mental illness. Now affiliated with Tinker Women.

Apartment 28
690 Alvarado Avenue
Davis, California 95616
RICK HARRIMAN

Mr. Richard H. Raymond
Portola Institute
540 Santa Cruz Avenue
Menlo Park, California 94025

Dear Dick:

Now that exams are over I feel more relaxed about sitting down and trying to compose some manner of thoughtful Point report to bring you up to date on what I have been thinking about. So, from the social change capital of the Central Valley---the non-violent revolutionary's mecca of Davis---come the following incoherent ramblings from your volunteer, unpaid quasi-agent.

To set the tone for my comments, I'd like to share a quote from Staughton Lynd with you; to wit: "The full-time organizer or professional revolutionary comes across to Middle America as an idler with a hustle."

First, some retrospective thoughts on why Stockholm was somewhat of a bummer for some of us LIFERS. From two people who were very close to the official activities and to Maurice Strong himself (namely, Prof. Homer Angelo and Jack Ford) I have learned that the Life Forum activities had minimal impact on the insiders and delegates. In a word, we were virtually unnoticed by the vast majority of those who were making the decisions which affect all of us, whether we choose to recognize that reality or not. Perhaps, the upshot of the Whale Night and parade, which was (along with the Black Mesa activities) probably the most effective single project which we supported, indicates the tiny impact we had on the UNCHE; specifically, the International Whaling Commission meeting in London in July wiped out any semblance of success we might have had (thanks to Joan McIntyre and friends) at Stockholm.

Secondly, both Homer and Jack came back with almost exactly the opposite impression of the accomplishments of the UNCHE than most of the LIFE FORUM people did. Specifically, they felt that a great deal had been accomplished in Stockholm last June, and Jack commented on his disappointment at the lack of coverage and optismism expressed by the American press upon their return to the U.S.

Finally (on Stockhom, that is), I think that Richard Register's rather "uncomplimentary" (belligerent) letter to me indicated the general attitude toward LIFE FORUM, and to my way of thinking, toward Stewart, too. Clearly, my observations are subject to disagreement,

but it was my distinct impression that LIFE FORUM and Stewart were ripped off and exploited by a number of hangers-on, who subsequently expressed dissatisfaction and downright hostility toward some of us who had put in a fair amount of time on the project as a whole. This is not meant as vindication of any faux pas's on my part or as criticism of Stewart, since my empathies lie strongly with him on this one, but merely to point out that even now CIA rumors still abound about us (and David P.) and that we failed to communicate whatever spirit it was that moved us to try to supplement the UNCHE. In a sense our decision not to manage the media representations of our venture more carefully was one of the fundamental underminings of our efforts (viz. Barry W.'s incompetent article in Ramparts).

Moving on to more current happenings, as you know, I had written to Huey Johnson offering the meager talents of the UCD Environmental Law Society to work on his Trust for Public Land. I received a brief acknowledgement from Huey advising me that Greg Archbald would contact us with further information, etc. We have not heard from him; hopefully that means that everything is going well and that he doesn't need assistance.

Nosehits on the election...Judging from the results and from Milhous's statements on the menacing forces of American permissivists (...you know who you are, you rapscallions...), the Briarpatch strategy looks as though it may well be the only way to develop some of the alternate microeconomies which we have discussed in the past. It seems apparent to me that the peripheries and/or backwaters of the social mainstream may prove to be the best focal points for Portola's and Point's efforts.

If these observations seem rather obvious and conservative, I suppose the primary reason that I mention them is that my pessimism is so strongly reinforced by what I have seen so far of Davis and Sacramento. Davis has a real market and need for an organized community food cooperative similar to the Bay area cooperative system. How about sending Rob up here to organize one...?!!! (...after he has finished his next production, of course!)

Although I have heard that the Security National Bank of Walnut Creek (Congressman-elect Fortney "Pete" Stark's family owned bank) would very much like to open a branch up here to scoff off the studential business, I see little indication of the initiative, business acumen, or political commitment necessary either to coordinate an effort to accomplish that goal or to organize a credit union or cooperative bank. Consequently, Wells Fargo, B. of A., Security Pacific Nat'l Bank, and the Central California Savings and Loan Association seem to have little, if any, worry about potential competition in the financial market up here.

In Sacramento there is a young man named Paul Patterson, whom I have met, who indicated that there is a relatively small, but slowly growing, contingent of people trying to experiment with microeconomic alternatives similar to the Briarpatch Garage, but they could probably use some advice, financial support, encouragement, etc., if Portola has any to spare. This group is in the process of trying to initiate a people's radio station (FM) to replace KZAP, which was acquired by some profit-motivated management group. I suggested that they contact Pacific Change and would have directed them to Vanguard but for the fact that Dale Djerassi indicated that V-guard was going to focus its resources and concentrate its efforts almost exclusively in the Bay Area. However, for what my opinion is worth, I was quite impressed with Patterson and if one of you wanted to contact him to discuss what they are doing, it might be worth while.

Incidentally, if you happen to see Obie B., you might suggest to him that if V-guard has not already been in contact with John Steiner (who gave LF about a thousand dollars), he might be a good prospect for inclusion in their group. Besides, even if their group is becoming too large for effective consensual decision-making, perhaps they are ready to begin initiating and promoting spin-offs and splinter groups...I don't know, because I am too far out of touch on their doings.

One further thought---speaking of being out of touch---have Bill English and Point developed a communications system which might reintegrate us auslanders with the rest of "da moovment," so that we won't suffocate from cultural strangulation? In case Huey is interested, Ken Watt is doing his usual range of eco-bizarrities, and simple communications system functioning on a semi-regular basis might well result in mutual bennies all around.

Finally, if Portola wanted to try to liberate G.I. Bill $, federally insured student loans, and/or parental tuition dollars, and also obtain preferential tax status on the payment of salaries cum "scholarships" or "fellowships," you might want to check into the Internal Revenue Code sections 117 and 151(e)(4) and into the IRS Regulations Section 1.151-3(c) to see whether Portola could develop or shape a regular, ongoing "program" and full-time "faculty" to enable potential Portola Institute "students" to qualify for this sort of financial support while they are working towards their "degree." Just a thought...fantasy?

In conclusion, "success" means "a favorable termination of a venture." The word "success" comes from the word "succeed," which means "to follow after." Also related to the word "succeed" is the word "succession." Hence, if one's happiness is tied to success, he will be happy for only those brief periods of time during which there is no new goal. As the proverb goes, "Nothing succeeds like success." Hmmmmmm. Fail young.

Yours, Rick.

HUEY D. JOHNSON
55 ELM AVENUE
MILL VALLEY, CALIFORNIA 94941

March 3, 1972

Mr. Stewart Brand
Point
1115 Merrill Street
Menlo Park, California

Dear Stewart:

I began my agent activity in February. It involved three areas: planning activities with the Life Forum for the forthcoming Stockholm conference; working with Jim Morgan, the new Point agent, to expand his program; and putting considerable time in on the new land conservation plan.

Regarding Morgan, he is in Idaho, has sorted his thoughts, and pushes off this week for a lecture tour in several eastern cities. I hope to expand his activity into a more regional basis covering several neighboring states where similar problems exist. Since he is skilled in science-oriented PR, but can use some community organizing skills, I am hoping to have one or two people join him there for at least a year's effort. By expanding this to a several-state approach we can have an even larger impact on the problem of establishing a national land policy.

Regarding the open space plan, Greg Archbald, the second Point agent, has been drafting a legal position as well as doing unending hours of legal research. We have started a market study phase as well.

Beyond this, there has been a period of advising communities and foundations on the realities of the land problems they face.

Sincerely,

Huey

Huey D. Johnson

HUEY D. JOHNSON
55 ELM AVENUE
MILL VALLEY, CALIFORNIA 94941

April 26, 1972

Mr. Stewart Brand
Point
Box 668
Menlo Park, 94025

Re: Point agent report for March - Huey Johnson

Dear Stewart:

Possibly the most important result of being an agent is the additional freedom which has led to increased strength, particularly in areas of idea pioneering. One such decision led to a major change to the good in the conservation movement. The dust is still unsettled, so I will wait until later to describe it further.

Considerable time has been spent on Life Forum in working on structure and possible fundraising.

A suggestion of yours and Richard's regarding a ranch led to working with the last two Elijahs to put together both of their dreams concerning a ranch acquisition.

I have continued to work with various groups and individuals, particularly in career decisions related to environmental activities.

Best regards.

Sincerely,

Huey

Huey D. Johnson

HDJ:g

[redacted]

275

HUEY D. JOHNSON
55 ELM AVENUE
MILL VALLEY, CALIFORNIA 94941

June 5, 1972

Mr. Stewart Brand
POINT
1115 Merrill Street
Menlo Park, CA

Re: POINT Agent report for May

Dear Stewart:

Most energy went towards continuing research in The Trust for Public Land. This is looking extremely good as time goes on.

In addition to that, I met with various people and made an attempt to get Ehrlich and Commoner together for the conference. Various phone calls and fundraising endeavors were involved as well.

I put together a conference in Missoula, Montana with Bill Bryan, Jon Roush, Clancy Gordon, myself and others, regarding a regional environmental activist program. I have been able to raise some funding for it in addition to POINT money.

I enclose a press clipping of a speech given in Honolulu. Because of some of the degree of growth and freedom felt as a Point agent, I sailed into topics such as questioning the whole degree of participation of unions in the environmental movement there.

Sincerely,

Huey Johnson

Huey D. Johnson

HDJ/sn

enclosures

276

HUEY D. JOHNSON
55 ELM AVENUE
MILL VALLEY, CALIFORNIA 94941

September 11, 1972

Stewart Brand
POINT
P. O. Box 668
Menlo Park, CA 94025

PROGRESS REPORT

Dear Stewart:

To me, the Point experience of disbursing free capital is so far a success, and I hope can continue along the lines of its first year. The agent concept has worked for me, and both agents stand excellent chances of making a major social impact in creating positive change. The discretionary fund has worked well, too.

I see the main advantage of agents plus discretionary fund as allowing diversity and freedom of action on a front as broad as the interests of the Board. I am hopeful that additional funding for both new agents and discretionary funds will result. Further, the funding of major project undertakings on a Board basis, i.e. Stockholm, are important and should be continued.

Personally, I have found giving money away to be a pleasant, although energy and time-consuming, experience. I have found, however, that I sleep better raising money than giving it away. I feel personally responsible in either case; but in raising it you can focus on a concept you know intimately, whereas in giving it away, particularly to support activists, there are always other factors, including the chance that it isn't money they need. After a year of it, though, I feel comfortable with Point money, and am not tempted by it. I don't think I have changed any regarding my attitude towards money. Family, health and happiness still rank ahead of it, and I continue to see it as a tool in accomplishing goals unrelated to personal consumption.

My own agent activities have emphasized improvement in an area of land conservation. Point has been instrumental in providing the support for this. Possibly the best aspect of having Point money has been its extension of my own energy. In the past an idea had to be placed in reserve and usually died untried. Now several times I have been able to see things done that were essential to what I am trying to accomplish as an agent and would have taken years to complete alone. Wallin's British National Trust study and Archbald's input and writing on the Trust for Public Land proposal are both enclosed to demonstrate. My first approach to a Foundation with the Trust for Public Land proposal resulted in a $100,000 pledge towards the goal of $1,300,000. So it works.

Unexpected precious educational rewards in the association with Point came too. For instance, receiving the reports from the Council on Economic

September 11, 1972

Priorities, especially "The Price of Power," gave me essential information which I have been seeking for years. Then in the next issue Alice Tepper Marlin confirmed what heretofore had been a quiet rule with me, but will hereafter be more emphatic: an individual can effect change. Our system works well for those who are dedicated enough to be informed enough to be effective.

My criticism of Point continues to be the inspiration thing. The nutrients from the yeasty brew of inspiration bubbling out of the Point effort is slipping down the sink rather than back to fertilize the garden. There is no easy way of measuring what better communication to the broad Point group can have in arousing additional effort, providing humor, or other aspects. Years from now when we look back on the dredging, the real diamonds may be the intangible inspiration that will help a Jim Morgan who otherwise mans a lonely and remote lighthouse amid the storm he is creating. So I hope we can fund a post of communicator who, apart from administration, distributes inspiration by sorting incoming Point material and distributing it back to all those who are part of Point.

On another matter, that of the Point lawsuit against a bank, I don't agree that Point, or any foundation, should be suing anyone. It is wrong in at least two ways. Administratively it is too time-consuming. It is the beginning of bureaucracy when the board of anything participates rather than delegates. Secondly, each time we are exposed that much it freezes Point's flexibility. Many times in raging conservation disputes I have found yesterday's enemy to be today's ally. And if we haven't attacked a person or institution we may find ourselves in a position to advise them later. The Bank of America, for example, is moving better than the majority of corporations towards a social conscience. One of the agents has shown how you handle corporate problems with discipline, facts and publicity. I believe that lawsuits, like other changes, best belong to outside groups whom we can make grants to.

In summary, to temper my criticism, I am excited at Point's demonstration of new directions for the foundation world.

Sincerely,

Huey D. Johnson

HDJ/sn

POLICE KILLINGS

A Research Proposal To Investigate
Killings By Policemen and Killings
Of Policemen

Submitted by

Herb Kutchins
Assistant Professor
Department of Sociology
Sonoma State College
Rohnert Park, Ca

I. INTRODUCTION

This proposal describes a research project which has been initiated and requires financial support for its continuation. The research project concerns the use of lethal force in relation to the police. The project is designed to investigate two related phenomena; cases of citizens killed by the police and cases of policemen killed by citizens. Very little is known about either subject. A few articles and some statistical information has been published about the deaths of policemen. Fewer articles and less statistical information has been gathered about citizens killed by the police. Almost all the information which has been gathered has been based on police accounts; the only information about killings which has not been based on police reports is occasional discussions of celebrated individual cases such as the Algiers Motel incident, the trial of Los Siete, and the deaths of the Black Panthers Clark and Hampton. Some of these individual reports are quite dramatic, but it is not possible to discern any patterns of killings from them, until an effort is made to correlate these reports with many other reports which are less well-known and are often difficult to verify.

The subject of police killings is becoming increasingly important. Last month, a group of very angry Chicanos testified before a select committee of the State Assembly about a number of killings of Mexican-Americans which they considered brutal and unjustified. The State Assembly has agreed to hear further testimony on these and similar cases which have disturbed many ghetto dwellers. On the other hand, various police officials have been claiming that the police are under attack and are subject to increasingly frequent ambush. The President of the United States has held at least one secret conference about police killings which was attended by leading police officials around the country. A spokesman for the newly forming National Policemen's Union has stated that there is a conspiracy to assasinate policemen. The fear of police killings has resulted in increasingly harsh legislation, a vigilante mood shared by many citizens and quite possibly a further escalation of violence and killings by the police.

For several years I have been collecting articles and other brief reports of police killings and killings by the police. I have been impressed with the frequency in the

reports that I have received of times when policemen are killed with their own guns, and the frequency of times when policemen are killed when they are in dereliction of duty or are killed by other policemen. These stories, of course, make good copy. But the frequency of their appearance each year coupled with the infrequency with which policemen are killed (125 were killed in this country during all of 1971--rates of death from unnatural causes for policemen are lower than in most blue-collar occupations) leads one to question how often the killings of policemen result from police misconduct or negligence rather than the actions of armed and dangerous criminals. Similar paradoxes appear when we examine the second issue; citizens killed by policemen. We are all familiar with the killings of Blacks and Chicanos in questionable circumstances which have led to riots, civil disturbances and ghetto revolts. What one can ask is how much more frequently the types of incidents which cause ghetto uprisings occur than the types of incidents where the killing of citizens by the police seems warranted and necessary.

In order to gain a clear picture of the nature of killings involving the police it will be necessary to conduct thorough investigations which are independent of police investigations. The reason for this is obvious. One example will illustrate the problem. During 1971, every case in California in which a policeman killed a citizen was officially reported as justifiable homicide. In fact, to obtain information about killings by the police from the United States government, an individual must analyze a particular category of cases registered under justifiable homicide. The point is clear: even the "objective" categories used to organize information about police killings reflect a built-in distortion.

One example of the kind of distortions that occur is illustrative. Included among both the justifiable homicides by police in California and among the instances of killings of policemen, one researcher discovered a case of a police officer killed by another police officer by accident during a narcotics raid. This case may illustrate many things, but it clearly does not indicate increasing violence by private citizens against the police.

Published articles demonstrate the same kind of distortion. The public picture that emerges is that killings by the police are necessary and justifiable. Those occasions reported in the press where killings seem inappropriate or unwarranted are treated as rare exceptions. Since we are dependent on the police for the information concerning these killings, we

have no way of knowing whether this generalization is valid. In the meantime, police killings continue to increase.

In order to obtain a clear picture about killings involving the police, a step by step strategy has been evolved. Although the two sets of cases, those which concern the deaths of policemen and those cases of citizens killed by policemen are closely related, they will be analyzed separately in this research project. For both sets of cases, a similar approach will be attempted. First, all killings which have occurred in one community, San Francisco, will be analyzed; then, all killings which have occurred in California will be analyzed starting from the most recent and working back year by year for ten years. Following this, an attempt will be made to select one or more years in previous decades and investigate killings. (It would not be surprising to discover for instance that more police were killed in California during the Prohibition era or that more were killed during the frontier period.) When an analysis of police killings in California has been completed, the third phase of the project will be undertaken, which will be to analyze national data, again starting with the most recent year and working back through the last decade. As will be attempted with the state of California, comparative data will be sought from selected years during pervious decades to determine what the picture of killings is over the long range.

Before describing the research methodology in detail I would like to make very clear and explicit the purposes of this research. It is this investigator's intention to mobilize information which will demonstrate the dangers of permitting the police to use lethal force. I believe that this argument can best be made by showing 1) that the use of lethal force by police against citizens is usually unwarranted and frequently illegal, and 2) that a high proportion of police deaths are the result of police access to lethal weapons and the result of improper conduct by the police.

II. DESCRIPTION OF RESEARCH ACTIVITIES

A. San Francisco - Phase 1. Killings of Policemen.

It is not difficult to obtain the names of policemen who have been killed in San Francisco. They are chiseled in marble on a wall in the Main Lobby of the Hall of Justice. Once the names and dates of the killings have been obtained, newspaper accounts which are largely based on police reports of the killings will be examined. In addition to this, independent sources of information including trial records and interviews with individuals accused of the killings and their families as well as interviews with associates of the policemen and with the deceased officer's family will be attempted.

On the average, two policemen are killed each year in San Francisco.

This investigation will focus primarily on killings of policemen which have occurred during the last ten years; thus, the preliminary investigation of police killings will concern approximately twenty incidents.

The nature of the investigation to be undertaken can be illustrated by a killing which occurred on New Year's Eve, 1970. A police officer, Richard Zelms, was killed while attempting to arrest two men who he had discovered while they were breaking into a pawnshop. The newspapers described Zelms as a martyr and featured pictures of his extremely attractive young widow and child. The papers also emphasized Zelms' great commitment to being a policeman. Two black men were apprehended and identified as the killers. Certainly this case seemed to illustrate the deadly perils which confront policemen. Strangely, when the two suspects were tried, both were given light sentences. The case seemed to point out clearly that courts were being soft on police killings.

A closer examination of the case revealed some obvious points that were either ignored or underplayed in official police reports and in newspaper accounts of the incident. The burglary took place at a pawnshop next to Oreste's, which is a rather expensive restaurant and bar. The newspapers reported that Zelms was in Oreste's drinking coffee, when he heard a disturbance

outside. The account did not sugges that stopping at Oreste's for a cup of coffee on New Year's Eve was as credible as a suggestion that an officer might have stopped at the Playboy Club for a cup of coffee during the New Year's celebration. Although the officer stopped at the restaurant for coffee with his partner, his partner did not hear the disturbance and was not present when Officer Zelms was killed. The police reported that the partner had gone to the toilet. Others reported that he was occupied by other celebrations, although this was never discussed in the newspaper.

Officer Zelms was killed with his own gun, which was wrested from him during an altercation that ensued when he went outside and found that the two men involved in the incident were breaking the pawnshop window. In the official account that was published in the newspaper, no mention was made of the fact that an autopsy showed that Officer Zelms' blood alcohol level was so high that either he had come to work drunk or had been drinking immediately prior to the incident. Thus the story as it was reported by the police and recounted by the papers emphasized the danger of sudden and unexplained death by dangerous assailants and the martyrdom of a heroic police officer. It neglected the fact that the police officer had been drinking, had been away from his post, that the police officer's partner may have been derelict in his duty, and that serious questions were raised about the supervision which had been given by police superiors. Even if the most favorable construction of the events is given, one can question whether it was appropriate to arm this police officer with a weapon which killed him.

Once sufficient information has been obtained about each case in which a policeman was killed, an attempt will be made to summarize the findings in these cases. The summary will be concerned with developing an overall picture of various factors including:

A. The number of killings that were unavoidable; or the result of unanticipated attacks by assailants compared to the number of deaths that were the result of police negligence or dereliction of duty.

B. An evaluation of the type of policemen who are killed, including an analysis of their prior performance as police officers and an evaluation

of their own involvement in criminal activities. (For example, one officer who was killed is alleged to have been involved in prostitution and another was notorious for brutalizing "hippies."

C. The number of officers who are killed with their own weapons.

D. The number of times officers are killed off duty.

E. The number of times officers are killed on duty, in activities that have no relation to criminal offenses.

This is an indication of the type of overall comparisons that will be made. Other factors will also be considered when there is more complete information on each killing.

Phase II. Killings by Policemen.

It is much more difficult to obtain information about people who have been killed by policemen. One way ~~is~~ to obtain the names and dates of death of these people is by requesting the death certificates in the ~~of the~~ category of "justifiable homicides" which are collected by the Bureau of Vital Statistics of the State of California. Although this is an expensive process since each death certificate must be purchased, it appears to be the only systematic way to obtain information about the police killings. After obtaining a list of police killings, an attempt will be made to investigate each killing in much the same way that the killings of policemen were investigated, locating information about:

A. The incident during which the killing occured

B. The sequel to the killing, including court action or other rewards or punishment received by the police officer

C. The life history of the dead person, including information on his age, race, prior contacts with the law, propensity to violence, etc.

D. Description of the police officer, including prior difficulties he may have had before becoming a policeman or during his police career. In addition to this, an attempt will be made to follow the

career of the police officer involved in the killing. (One of the most notorious police killings in this country occurred in Detroit during the 1967 riots. John Hersey, who described these killings in the Algiers Motel Incident, has informed me that not only were all the police officers accused of murder acquitted, but that he is now attempting to confirm a report that two of the three police officers have returned to duty).

After investigating individual killings by policemen, an attempt will be made to generalize from individual cases in a manner similar to that described in the discussion of killings of policemen. Such factors as the age and race of those killed by police will be tabulated. (Earlier reports indicate that a greatly disproportionate number of black males have been killed. This has often been attributed to a greater propensity to violence by young black men. However, the killings of black males from 10 to 14 and over 65, which are also disproportionately high, cannot be explained in this way.)

Although there is some statistical data which has already been compiled about those killed by the police, there is no comparative information about police who kill. Efforts will be focused on finding out more about these policemen and the way they differ from other officers. Their histories, job performance, police assignments and personal lives will be compared with other policemen. These are, of course, only a few of the many potential areas where useful comparisons may be made.

B. Killings in California & C. Killings in the United States

After a thorough investigation of killings in San Francisco is completed, an attempt will be made to investigate killings in the rest of the state of California. Many of the questions that were asked about San Francisco will be asked in regard to killings which occur elsewhere in the state. No attempt will be made here to repeat the detailed description of the type of information that will be gathered about each killing since it is similar to the description of the investigation of the killings in San Francisco. There are, of course, additional questions which will be asked when the investigation is expanded to the statewide level. Among other things, information will be gathered about the nature of the communities in which killings occur. For example, an attempt will be made to discover whether more killings occur in politically

repressive communities or in more "liberal" places. Attempts will also be made to relate the frequency of killings to the nature of the police department. For instance, is there a correlation between the frequency of killings and the departmental reputation for corruption? There are many other questions of this nature which can be asked, which will not be spelled out here, but those which have been suggested should be adequate to describe the way in which an investigation of killings throughout California will expand the scope of the initial inquiry into the killings in San Francisco.

In the last stage of this inquiry, a more general picture of killings throughout the country will be developed. In addition to the types of questions which have been asked in regard to San Francisco and in regard to California, other questions will also be asked. For example, preliminary investigations indicate that a greatly disproportionate number of killings occur in the South. This of course tends to discredit the idea that the greatest dangers are to be found in Northern urban ghettoes. We may find that killings are much more closely related to sectional traditions of violence and police repression than to the criminal qualities of the citizens in that particular area.

In addition to the questions raised above, other questions will be asked when the inquiry is expanded to encompass the entire United States. A number of questions should be raised about the killings by other law enforcement agencies besides local police forces. We can ask how often people are killed by state highway patrolmen, narcotics officers and other agents. Similarly, on a national level, we would be interested in those instances involving the FBI, Treasury agents, narcotics agents and border patrolmen. Once again these are a few of the many questions which will be asked.

III. TIME SCHEDULE

It is anticipated that the overall time to complete the entire study within the time in this proposal would be three years. However, the project has been broken into segments. The investigation of killings in San Francisco will take a year, an investigation of California killings will take a second year and a nationwide research will require a third year's work. A more specific breakdown of the time required for an investigation of the situation in San Francisco indicates that four months

will be needed to find out about the deaths of policemen; six month's field research will be necessary to get an accurate picture of killings by policemen and two months will be required to complete a written report of this information. During this period, preliminary information will also be gathered concerning killings in California and the rest of the United States and a detailed research design will be developed for an expanded study.

When the investigation is expanded during the second year to cover the state of California and during the third year to make an assessment of the overall situation throughout the United States. It will not be possible to make detailed investigations of each reported killing. Samples will be made to get an accurate picture of killings in various areas of the state of California during the second year. Regional sampling of killings throughout the United States will be made during the third year. In addition to general samples, special studies will be made of unusual situations such as a recent report of thirteen killings byone unit of Detroit police officers during recent months.

IV. BUDGET

A. First Year: Investigation of police killings in San Francisco and preliminary studies of killings throughout the rest of California and the Unites States

1. Principal investigator. Herb Kutchins (Resume attached) $1,500 per month x 50 % of time x 12 months = $ 9,000

2. Research assistant @ $ 600 mo x ½ time x 12 mo= 3,600

3. Materials for the study(Death certificates, reports, newspaper and periodical searches, court records, tapes, transcriptions,etc = 2,400

TOTAL FIRST YEAR $15,000

B. Second year: Investigation of Police Killings in California

1. Prinicipal inverstigator (See above A.1.) = $ 9,000

2. Research Assitants (2)x@ $600 per mo.x ½ timex x 12 mos = 7,200

3. Materials for study = 2,600

4. Transportation (1,000 miles per mo for P.I. and 500 miles per mo for RA's, Total mileage per mo is 2,000= x 10¢ per mi x 12 mos = 2,400

TOTAL SECOND YEAR $21,200

C. Third Year: Investigation of Killings throughout the U.S.

1. Principal investigator. $1,500 permo x3/4time x 12 months = $ 13,500

2. Research assistants 3 @ $600 per mox 12 mos = 21,600

3. Materials for the study = 7,000

4. Transportation (Interstate) = 6,000

5. Sampling ,Coding and other design cost = 3,500

TOTAL THIRD YEAR = $ 51,600

ABBREVIATED LISTING OF OBJECTIVE DO-GOOD CONSULTING, FREE,

BY JERRY MANDER.

JANUARY

Meeting with Joan McIntyre re: various whale projects, her book on animal consciousness, and her worries about what to do with "The Money." Discussed Stockholm, Russia, Japan and England with alternative plans.

Dinner meeting at my house with Stewart Brand, Huey Johnson Alvin Duskin and Rubin Glickman (Tito Patri en absentia) re: possible alternative lifestyle land development/conservation schemes.

Lengthy meeting with King Harris about re-activating my participation in Public Interest Communications. Suggestions re: philopophy of access, projects in need of media help, re-writing proposals, sources of funds, revolving media loan fund. Began reconsidering personal participation in project.

Met with Larry Hankin (of The Committee) re: financing of experimental satirical/political film.

Met with Ann Halpringxre: financing and publicity re: her Watts Workshop program

Attended Board meeting of Oceanic Scoeity and supervised its reorganization according to new ecological principles, as well as new management style. Arranged for Raime Valide to take over and head new fund-raising program.

Met with group of Biafrans who wanted to not go back to Nigerian Biafra; had little worthwhile to tell them about how to remain behind.

Participated in long session with Bob Ashford and Pat Farrington of California Marrjuana Inititiatve on strategy for publicity, siganture collection and fund-raising.

At Stewart Brand's suggestion, attended a meeting at Grateful Dead house of traditional Indians and Grateful Dead concerning what to do with money raised and how to raise it. Declingd offer to do publicity myself around concerts.

Attending organizing dinner for second anti-high-rise campaign.

Lunched with Stuart and Suki Miller re series of Esalen Projects concerning prison reform, ESP, new education, new medicine. Mainl about proposal style and money raising. Also publicity.

Attended Sierra Club's three day Education Conference at Asilomar. Gave three workshops on influence of media on conservation; chaired a panel which included Coyote on Minorities and Conservation. Advised Club re: feelings about next year's event.

is more or less, it's everyone's individual trip.

FEBRUARY

Met with Barney Dreyfus of Charles Garry's office re: strategy on lawsuit concerning misleading advertising by big polluters. Came to nothing, eventually.

Another lengthy meeting with CMI.

Spent several hours with Harold Snedcof of the Rockefeller Foundation re: alternative foundation styles. Later arranged for Snedcof to meet Melissa Gold who is daughter of J. Richardson Dilworth--head of Rockefeller industries--who is a roadblock in Snedcof's schemes.

Attended series of meetings at Clear Creek and elsewherr re plans to stage a something at Stockhom of an alternate conferene nature. No need to elaborate on that. Lots of time, however.

Lunch with Carole Rosenblatt who is head of programming at Esalen who wants to leave and wanted to be agent. Tripped her out on her own fantasies of why and finally decided there is no thing there yet.

Another meeting with Esalen types re: their projects which I eventually passed to Board.

Meeting with Kitzie Carroll, a public relations woman, and discussion of establishing a public interest publicity firm.

First of a long and incredibly time consuming series of meetings with Alvin Duskin and Dugald Stermer re participation and form and philosophy of Public Interest Communications. At this point I was re-entering that organization with a hope it would be the country's first true media-access organization, organized around communcal lines. Probably spent equivalent of a month's fullt-ime work on this project before quitting in disgust in July. Reasons: it's nothing more or less than a liberal-power-ego-fame trip for Alvin and two other white middle class males. No interest in acess no interest in problems of elitist media. No interest in developing cohesive strategy or philopshy. Stirctly off the top. Philosphy Followup meetings with Oceanic Soceity, and two more with Marijuana Intititative.

Meeting with Charles Garry, Mike Stepanian, Charles McTernan, and twelves other lawyers re: condition of SF courts. Strategized about campaign of Vincent Hallinan and McTernan.

MARCH

Down at Esalen, began organizing and assiting staff revolt for democratization of Esalen. Priniple help was Bill Schutz. Eventually led to small grant which turned out nebishly. Esalen is not ready for post-capitalist/post corporate organizational structure.

and Stern Foundation

First of a series of meeting with group of women organizaing a collective with psychological, and educational and financial servies to women. Eventually this group became Good Works Collective. Received Point funding. Report attached.

Had first of a long series of phone calls with various people at Federal Trade Commission concerning their Wahsington hearings on advertising practices. Agreed to testify with an anti-advertising testimony. Later declined to testify when it became clear I would be confined to pre-determined narrow list of questions. Wrote letter explaining reasons for refusal. Attached.
Met with Maureen Orth, Stewart Brand and some guy about a TV special planned for Whole Earth Catalog. Didn't sound too hot.

Participated in series of meeting with Robert Knookin, an attorney, re; lawsuit of Ani Mander against San Francisco State College for reasons of sexism and political descrimination.

Met with Heather Halprin re: campaign for school borad on power-to-the-kids platform. Helped plan platform. She lost.

Dinner with Maureen Orth, Gigi Carroll and Nick Sims of Hongisto' office re: Hongisto and what he's up to. General strategy thing.

More meets with Esalen.

Meet with Jack Loeffler re: special issue of Clear Creek on Black Mesa. Later meeting with Penn Jensen re: promotional strategy for that issue.

Series of meetings with Harcourt Brace re: my planned book proposing the elimination of advertising by reason of its political influence, upon the brains of Americans.

Several meetings with Joan McIntrye.

Meeting with David Fuller of Pacific Change Foundation re: alternative foundation strategies. Same with Obie Benz of Vanguard.

APRIL

Met with Craig Pyes, editor of Sundance Magazine concerning financing.

Updated earlier article re advertising ecopornography--the tendency of advertisers to liet about what they're doing for the environment--and it ran in CA Magazine

Lots of meetings about Stockholm and Public Interest Communications.

Met with Orson Kellogg of Pacific Change to talk about Guerrilla television

Meeting with Joel Fort concerning possible campaign to legalize heroin.

Ran press conference for Friends of the Earth concerning their position on Proposition 9 on the June Ballot.

Ran series of press conferences for California Marijuana Inititatieve.

Attended all day conference on Psychic Healing.

MAY

Made two presentations at the Department of Environmental Studies of San Jose State re: advertising and the environment.

Met with George Leonard to discuss the promotional strategy on his new book: "The Inevitable Transformation of Humankind"--agreed to write book jacket. Did it. Not accepted by publisher.

Consulted with Joel Fort and Fort Help staff re: publicity, advertisig and fund-raising for the organization.

Interviewd by Barnaby Conrad re: Stewart Brand. Dumb interview. article never ran. Thank god.

Spent most of May writing and rewriting gigantic tome-like ad on whales for Project Jonah. Never did get it together. Found it nearly impossible to do what I was trying to do which is discuss specieism; the tendency of human beings to think they're something special when they're not. Decided my specific skill needs revision for this project. I tend to write objective. What's needed is subjective.

Met with Mike Phillips re his sly advertising campaign.

Met with Gene Tepper re what speech he should make before industrial designers of Poland. I had very few ideas to offer.

Met with Natalie Roberts re:ongoing fund-raising for Porject Jonah while we would all be in Europe.

JUNE

In Stockholm (you know about that), and then in London assisting Joan at the International Whaling Commission meetings, particularly with press and contacts with official American delegations.

JULY & AUGUST

Did almost no good at all for anyone but myself.

SEETEMBER

Consulted with Phillip Halicki and Jeannie Butler about media plans for the Arica Institute; possible special training program for media people as a way of proselityzing for the method. (Arica is that discipline invented by a mystic named Oscar Ichazo in Chile. It has gotten very popular in the ex-Esalen crowd. John Lilly wrote about it in "Center of the Cyclone.") They need money and press. I plan to stay close to them without any committments of any sort.

More consultations with CMI. Arranged for Hongisto to travel around in favor of the initiative.

Meeting with Dave Pesonan re: ~~xxxx~~ a new organization to stop nulcear power plants on California Coast. Wants publicity and advertsiing. Will help as asked.

Spent a day with Irv Drasnin, a CBS Network producer, who is working on an hour long special on advertising. He wanted me to advise him on articulate people in the business who'd be willing to present the case against advertising from a variety of points of view. Sent him shuffling on a long list of contacts and appointment and plan to continue helping him avoid a whitewash on this disgusting business.

Met with Walt Anderson of Esalen Institute re planning a series of Esalen programs for men on alternative roles for men. First one is scheduled for November.

Consulted with Esalen re: making their programs more relevant.

Began plans for creating a public interest public relations company, headed by Norma Whittacker. Consulted with her and others.

Another meeting with Craig Pyes of Sundance re: money.

Met with Keith Lampe of Living Creatures Association who wants to organize an ecologists for marijuana campaign. Said I'd be willing to help.

Series of meetings with Josh Gitomer who has started a publication aimed at 8-10 year olds, called Earthlight, it presents an ecological education to kids in schools. Wants to be in hands of every kid in school. Good prospects. Well done publication. Am helping with ideas and fund raising.

Participated in weekend long planning session for a Northern California Watershed environmental program, based on Indian uses of California Others: Gary Snyder, Mike McClure, Mimi Osborne, Mary Jean Haley, Sterling Bunnell, Coyote, et al.

294

Participated in special meeting and screening ~~ex~~ by people who made the videotape reports on Demo and Repbul. conventions which were shown on Educational tv. Advised as to publicity; plan further meetings in future. With Jim Newman, Maureen Orth, Al Rucker et al.

Met with Star Obrensky/O'Breen who is putting out a series of male nude posters under the name Men for Women. Advised her on promotional and ~~xxxxxxxxxxxxxxxxxxxxxxxxxx~~ strategic problems.

Met with Mary Jean Haley to critique an environmental platform brochure she was writing for McGovern.

Met with Lynne Williams of Saturday Review Magazine who is writing the monthly column on activism. She wanted to know about some things that I thought were interesting that was happening in town. I told her.

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Next week:

Fund-raising meeting with Good Works Collective

Meeting on a television series for kids about how advertising mind-fucks kids

Meeting with the Institute for Non-Violence about something they want to talk about.

etc.

Attach to Jan 72 - Sept 72 list

SUPPLEMENTARY LIST OF JERRY MANDER CONSULTING ACTIVITIES AS POINT "AGENT" OCTOBER '72-JANUARY '73

OCTOBER:

SERIES OF MEETINGS WITH DAVID FULTON CONCERNING ORGANIZING PROBLEMS IN VISITACION VALLEY--LOWER MIDDLE CLASS NEIGHBORHOOD, LARGELY MINORITY, IN SAN FRANCISCO--AND EFFORTS TO ACHIEVE A NEIGHBORHOOD "CONGRESS" SIMILAR TO THAT IN THE MISSION DISTRICT. PARTICULARLY NEEDED ADVICE AND ASSISTANCE IN DEALING WITH PRESS. CONSIDERED GRANT BUT DECIDED THAT WAS NOT WHAT WAS OF PRIME IMPORTANCE THERE, RIGHT NOW.

MET WITH RAMPARTS' MAGAZINE NEW EDITORIAL AND MANAGERIAL GROUP CONCERNING RE-SHAPING OF MAGAZINE, ADDING NEW VITALITY AND ENERGY TO IT WHILE KEEPING "THEORECTICAL" THRUST INTACT. PARTICULARLY ADVISED ON PROMOTICNAL AND PUBLIC RELATIONS EFFORTS.

MEETING WITH ALLAN RUCKER AND MICHAEL SHAMBERG (RAINDANCE CODLECTIVE; "GUERRILA TELEVISION") ABOUT THEIR PLANS AND IDEAS CONCERNING ~~THEX~~ GROWING CAMPAIGN AGAINST CENTRALIZED BROADCAST TELEVISION. ALSO DISCUSSED THEIR UPCOMING VIDEOTAPE PROGRAM "ADLAND"; MADE SEVERAL PHONE CALLS TO NEW YORK FOR THEM TO ADVERTISERS WHO ARE DOING-IN CHILDREN, LAID GROUNDWORK FOR FURTHER CONTACTS. CONSIDERED GRANT; DECIDED AGAINST FOR THE MOMENT.

MEETING, FIRST OF SEVERAL, WITH LYNNE WILLIAMS, AN EDITOR OF SATURDAY REVIEW, CONCERNING A SCHEME FOR PUBLIC ACCESS TO COMPUTERS AND RELATED TECHNOLOGY FOR ORGANIZING PURPOSES.

MET WITH ELAINE KRAMER AND THEN ON ANOTHER DATE FOUR OTHER MEMBERS OF WOMEN'S LEGAL CENTER. A COLLECTIVE OF TEN WOMEN LEGAL WORKERS, THEY ARE UNDERTAKING TO PROVIDE PARA-LEGAL SERVICES AND TRAINING TO WOMEN. POINT GRANT FOLLOWED (SEE GRANT LISTS.)

LONG MEETING WITH BOB COONEY OF INSTITUTE FOR STUDY OF NON-VIOLENCE CONCERNING RANGE OF PROBLEMS IN THAT ORGANIZATION, FROM NEW PROGRAM IDEAS TO MONEY RAISING. WAS PARTICULARLY CONCERNED WITH HOW TO GET THEIR NOTIONS OUT THROUGH THE MEDIA.

TALK WITH PAUL HERBERT OF BIG SUR RECORDINGS ON HOW TO KEEP THAT ESOTERIC, COMPLETELY UNIQUE ORGANIZATION (THEY RECORD SEMINARS, MEETINGS AND SPEECHES ON SUBJECTS RELATED TO "THE HUMAN POTENTIAL") AFLOAT IN THE FACE OF RISING LEGAL, FINANCIAL AND ORGANIZATIONAL HASSLES. REFERRED HIM TO RUBIN GLICKMAN.

NOVEMBER:

MEETING WITH JOSH GITOMER AND ANN KELLY OF "EARTHLISGHT" (POINT GRANTEES) CONCERNING CONTINUING FINANCIAL AND CIRCULATION NEEDS OF THAT PUBLICATION. DISCUSSED PARTICULARLY POSSIBILITIES OF BACKING BY MAJOR PUBLISHER FOR TEXTBOOK RIGHTS; ADDING TO STAFF OF NEW PROMOTIONAL AND BUSINESS PERSONNEL, ETC. FOLLOWUP.

MET WITH SUSAN MARGOLIS, A FEMINIST WRITER, CONCERNING HER PLANNED-FOR TELEVISION SERIES ON FEMALE STEREOTYPES: CHINA DOLL, PROSTITUTE, JEWISH MOTHER, JEWISH PRINCESS, ALL AMERICAN GIRL, ETC. HELPED WITH CONTACTS IN TELEVISION AND SUGGESTED SOME FUNDS SOURCES. SEVERAL OTHER MEETINGS FOLLOWED WITH SUSAN AND HER COLLABORATOR CAROLINE EVANS.

MET WITH FLO KENNEDY, BLACK FEMINIST LAWYER-ACTIVIST NEWLY ARRIVED IN SAN FRANCISCO CONCERNING HER PLANS AND IDEAS FOR ORGANIZING WOMEN TO PROTEST AGAINST THEIR TREATMENT IN ADVERTISING AND THE MEDIA IN GENERAL. MAINLY DISCUSSED WERE BOYCOTT AND PICKETING PLANS AT AD AGENCIES AND BROADCASTERS.

FIRST OF SEVERAL ALL-DAY SESSIONS AT PACIFIC CHANGE, A COLLECTIVE OF FUND-RAISERS AND FOUNDATION CONSULTANTS ENGAGED IN GETTING MONEY FOR RADICAL COMMUNITY ORGANIZING ACTIVITIES. ENCOURAGED RELATIONSHIP BETWEEN P-C AND POINT.

MET WITH KING HARRIS OF PUBLIC INTEREST COMMUNICATIONS ABOUT CONTINUING EFFORTS TO MAKE THAT THING HAPPEN SO THAT IT MEANS SOMETHING. REPORTED THAT NEW PERSON WAS INVOLVED, FRANK GREER, WHO HAD ORGANIZED UNSELL THE WAR CAMPAIGN AND NEW ENERGY WAS HAPPENING THERE. LATER, MET WITH GREER AND WAS IMPRESSED THAT THE ORIGINAL EGO-TRIPPING SEEMED TO BE OVER FOR PIC AND THAT SERIOUS "MOVEMENT" PEOPLE SEEMED TO BE GETTING INVOLVED. HAVE CONTINUED TO MET WITH THEM IN AN ADVISORY WAS ON NUMEROUS OCCASIONS.

MET WITH DAVID PESONAN, ATTORNEY IN CHAS. GARRY'S OFFICE WHO SPEARHEADED FIGHT AGAINST BODEGA HEAD ATOM POWER PLANT AND WAS NOW DOING SIMILAR WORK ON NEW PGE ATOMIC PROPOSAL. WANTED MEDIA ADVICE. GAVE IT.

MET WITH CAROLE ROSENBLATT AND JOAN MCINTYRE CONCERNING POSSIBLE INTERNATIONAL EVENT WHICH WOULD BRING TOGETHER PEOPLES OF "OTHER STATES OF CONSCIOUSNESS", AS OPPOSED TO "ALTERED" STATES. THE LATTER IS USUALLY WHITE SCIENTISTS. WHAT WAS PLANNED WAS A CONVENTION OF INDIANS, ESKIMOS, AND OTHER CULTURAL GROUPS WHOSE ATTITUDES ABOUT LIFE AND PERCEPTIONS REPRESENT A VALID, BUT USUALLY OVERPOWERED (BY WESTERN LINEAR MODES) CONCEPTION OF THINGS. THE IDEA WOULD BE TO ENCOURAGE A REVERSAL OF ROLES: IT'S TIME WE LISTENED TO THEM. GOOD IDEA, BUT SEEMS TO HAVE FIZZLED.

MET WITH JIM VARGIU AND STUART MILLER WHO ARE PUTTING TOGETHER A JOURNAL OF PSYCHOSYNTHESIS--A NEW WESTERN TRANSCENDENTAL/TRANSPERSONAL PSCYHOLOGY. ADVISED THEM ON PROMOTIONAL MATTERS.

MEETING WITH ALAN MYERSON AND STUART BRAND RE: THE WHOLE EARTH CATALOG, A BROADWAY SHOW THAT SOMEBODY WANTS TO DO. AMBIGUITY.

MEETING WITH SUSUN HALAS CONCERNING A RESEARCH REPORT ON THE STATE OF VIDEOTAPE POLITICALLY, THESE DAYS. LED TO GRANT FOR SUSAN. (SEE GRANTS LIST)

MEETING WITH ALAN MYERSON AND HUEY JOHNSON CONCERNING ALAN'S UPCOMING "GUERIILA EDUCATION" FILM CONCERNING HOW TO ORGANIZIE YOUR TOWN AGAINST ECOCATASTRAPHE CAUSED BY OUT-OF-TOWN REAL ESTATE RIPOFFS ETAL. WILL BE BIG HOLLYWOOD NUMBER. HUEY GAVE ALAN FIFTY IDEAS IN ABOUT 14 MINUTES. THE REST WAS COFFEE.

SPENT DAY WITH CARL LEVINSON OF LEVINSON FOUNDATION AS WE JOINTLY INVESTIGATED UC SEX THERAPY PROGRAM--AFTER MASTERS & JOHNSON--ALREADY ONGOING AND VERY INTERESTING. LEVINSON FOUNDATION IS PLANNING A GRANT AND AM CONSIDERING POSSIBILITY FROM POINT. ALSO VISITED, SAME DAY, SAN FRANCISCO SEX INFORMATION SERVICE--POINT GRANTEES--AND WAS VERY VERY IMPRESSED.

MET WITH GINETTA SAGAN OF AMNESTY INTERNATIONAL--THE BIG ORGANIZATION WHICH WORKS FOR RELEASE OF POLITICAL PRISONERS THROUGHOUT THE WORLD, INCLUDING U.S. GINETTA PLEADED FOR HELP IN GETTING STORY INTO MEDIA AND FOR HELP IN ESTABLISHING BAY AREA OFFICE. SERIES OF MEETINGS ENSUED. ARRANGED FOR CLAIRE HARRISON ASSOCIATES TO UNDERTAKE FREE PUBLICITY CAMPAIGN FOR AMNESTY WHICH RESULTED IN MAJOR FEATURE STORIES IN ALL BAY AREA MEDIA, WITH PARTICULAR ATTENTION TO THE TENS OF THOUSANDS OF POLITICAL PRISONERS IN SOUTH VIETNAM WHO ARE LIKELY TO GET OFFED. LATER ARRANGED SMALL POINT GRANT FOR BAY AREA OPERATIONS.

DECEMBER:

MET WITH JACKIE SWARTZ WHO IS TRYING TO RAISE MONEY FOR WOMEN FOR WOMEN, AN ORGANIZATION OF FEMINIST THERAPISTS DEALING ONLY WITH WOMEN PATIENTS. THEY WANT TO EXPAND THEIR PROGRAM TO INCLUDE AN EDUCATIONAL (WOMEN'S STUDIES) CURRICULUM AND NEED MONEY FOR THAT. I TRIED TO CONNECT THEM WITH ALYSSUM AND THE GOODWORKS COLLECTIVE WHO ARE BOTH DOING THAT SORT OF THING ALSO. SEVERAL OTHER MEETINGS FOLLOWED AND THE THING IS STILL ONGOING. POSSIBILITY FOR GRANT, BUT THEY STILL NEED TO GET IT TOGETHER A BIT.

TALKED WITH JACK RAFFERTY OF EST WHO IS LOOKING FOR MEDIA HELP WITH THAT TRIP. SUGGESTED FIVE PEOPLE.

DINNER WITH JERRY RUBIN WHO IS BACK IN TOWN WORKING ON HIS MIND AND BODY AND BODYMIND. BIG ~~DISCUSS~~ DISCUSSION WAS WHETHER FIXING YOUR OWN HEAD UP AND YOUR OWN BODY WAS "POLITICAL." I SAID IT WAS BECAUSE PEOPLE FEELING GOOD ABOUT THEMSELVES WOULD, FIRST OF ALL, BE READY, ~~AND~~ SECONDLY BE CLEARER FOR WHAT'S NEEDED, AND THIRDLY THAT FEELING GOOD WAS A DIRECT EFFRONT TO A CAPITALIST-PURITAN-ACHIEVEMENT-REPRESSION SOCIETY WHICH NEEDS PEOPLE TO SIMPLY DO WHAT THEY'RE TOLD WITHOUT COMPLAINT, WITHIN A VERY NARROW BAND OF FEELING. (PATRIOTISM, STOICISM, HATE, FRENZY, THAT'S ABOUT IT.) HE HAD HIS DOUBTS--THOUGHT THAT FROM A TODAY PERSPECTIVE, IT WAS A COPOUT, BUT WE ARE ~~DOING~~ DOING SOME SHIATSU MASSAGE TOGETHER.

TALKED WITH CRAIG PYES OF SUNDANCE MAGAZINE ABOUT SAN FRANCISCO MEDIA COLLECTIVE, A POSSIBLE CREATION WHICH WOULD BRING TOGETHER PEOPLE FROM THE MEDIA TO PROVIDE ACCESS TO OTHER PEOPLE WHO DON'T HAVE IT, AND DO ORGANIZING WORK WITHIN THE MEDIA ITSELF. HAVE HAD SIMILAR CONVERSATIONS WITH NORMA WHITTACKER (POINT GRANTEE, BILL BACHLE, AND CAROLYN CRAVEN.) WE'LL SEE.

SPENT MORNING WITH ERIC PEPPER AND GAY LUCE WHO WOULD LIKE TO M A BIOFEEDBACK ACCESS GROUP, SO THAT THE PUBLIC COULD PARTICIPATE IN AN EXPLORATORY PROCESS THAT SO FAR HAS BEEN CONFINED TO A SMALL SEGMENT OF PROFESSIONAL RESEARCHERS AND THERAPISTS. POSSIBILITY FOR POINT GRANT HERE.

LATER, CONVERSATION WITH GAY LUCE ABOUT COUNCIL GROVE CONFERENCE ON SELF-HEALING, BRINING TOGETHER MEDICINE MEN AND WOMEN, AND OTHER PSYCHIC HEALERS with MEDICAL PEOPLE AND WESTERN SCIENTISTS. POINT GRANT FOLLOWED. (SEE GRANTS.)

MEETING WITH DIDIER RAVEN FROM NEW MEXICO WHO IS GOOD AT DOING MINIMUM IMPACT DEVELOPMENT SCHEMES AND ~~HAS~~ GOT SOME NEW HOT ONE COMING UP WHICH WILL SAVE A LOT OF OTHERWISE TO BE RIPPED-OFF DESERT, HE SAYS. THING DIDN'T GET ANYWHERE.

LONG TALK WITH CHICK CALLENBACH (A FORMER ELIJAH) CONCERNING HIS ECOTOPIA PROJECT, AN INCREDIBLY COMPLEX, THOUGH SIMPLE ?, VISION OF HOW THINGS HAVE GOT TO GET ORGANIZED TOWARD A HUMANE STABLE STATE SOECITY. LATER GAVE ME MANUSCRIPT OF A BOOK ALONG THOSE LINES AND WE ARE DOING A BACK AND FORTH ABOUT IT. PLAN TO CIRCULATE MANUSCRIPT AMONG DIRECTORS WHEN IT'S FURTHER ALONG.

HAD CHANCE ENCOUNTER WITH SEVERAL PEOPLE FROM "NEWSREEL" GROUP, WHICH MAKES RADICAL FILMS. PLAN TO FOLLOW UP TO FIND OUT MORE OF WHAT THEY'RE DOING, AS THEY ARE AN EXTREMELY TALENTED GROUP WHO HAVE KIND OF ~~KKKENX~~ FALLEN APART LATELY FOR THE USUAL REASONS.

JANUARY:

TALKED WITH MIMI OSBORNE CONCERNING MONEY RAISING FOR BOOK ON SAN BRUNO WILDFLOWERS AND ECOLOGY. THIS IS AN AREA WHICH IS ABOUT TO BE DEVELOPED AND IT'S HOPED THAT BOOK CAN HELP STOP IT.

MEETING WITH JOAN MCINTYRE. AD PROJECT AND CHILDREN'S CRUSADE REVIVED. IN THE WORKDS.

MET WITH GAIL TEMKIN, A YOUNG P.R. WOMAN WHO ALSO WANTS TO FORM A PUBLIC INTEREST PUBLIC RELATIONS FIRMS. SHE HAD ANOTHER ADEA FOR FORMING PEOPLE'S FARMS ON VACANT LAND (LOTS, UNPAVED STREESS, ETC.) AND WE DEVELOPED THAT ONE A LITTLE. REFERRED MOR TO A SERIES OF PEOPLE WHO MIGHT BE ABLE TO MAKE THAT HAPPEN AND WE WILL BE TALKING AGAIN.

MET WITH POINT GRANTEE BARBARA RICHTER WHOSE VIDEOTAPE PEOPEE'S NEWS SHOW IS NOT COMING ALONG VERY WELL AT THIS POINT. TRIED TO HELP, BUT WE'LL WAIT AND SEE.

SEVERAL LONG DISTANCE PHONE CONVERSATIONS WITH CHUCK LUDLUM OF FEDERAL TRADE COMMISSION IN WASHINGTON CONCERNIN EFFECTIVE STEPS TO KEEP CORPORATIONS FROM LYING IN ADS AND ALSO TO PROVIDE OFFSETTING ALTERNATIVE IMPRESSIONS OF THE TRUTH. REFERRED HIM TO SEVERAL OTHER DECENT AD PEOPLE.

FIRST OF A SERIES OF MEETINGS AND TALKS WITH GROUP TRYING TO ORGANIZE A GIGANTIC FUND-RAISER (KEZAR) TO PAY FOR THE HANOI HOSPITAL WE BOMBED. WILL PROBABLY HAPPEN. WAVY GRAVY IS ORGANIZER. OTHERS: ALAN MYERSON, FRANK GREER, ED MOOSE, PHIL SHAPIRO, RAMBLING JACK ELLIOT, ROCK SCULLY, ET AL.

PHONE CALLS OKX WITH IRV DRASNIN (CBS NEWS-NEW YORK) RE: THEIR UPCOMING TV SPECIAL ON ADVERTISING. WANTED OPINIONS ADVICE, ETC., AND ALSO COMMENTARY ONDXX CONTACTS ON THE EFFECTS OF CORPORATE ADVERTISING AND INCREDIBLE DOLLAR AMOUNTS TO BEAT PEOPLE-ORIENTED INITIATIVES.

MET WITH CAROL MURRAY OF NEIGHBORHOOD LEGAL ASSISTANCE FOUNDATION ABOUT ATTEMPTS TO CREATE A WOMEN'S CENTER (A GOODWORI WORKS COLLECTIVE PROJECT) AND ALSO DESIRE TO FORM A WOMEN'S LAW REFORM UNIT IN SAN FRANCISCO. ADVISED HER ON MOENY-RAISING FOR SUCH A UNIT.

REVIVED OLD AD I'D DONE FOR FRIENDS OF THE EARTH AGAINST THE WAR. REWROTE TO BRING IT UP TO DATE AND FOE HOPES TO GET MONEY TO RUN IT IF ANDWHEN IT IS STILL RELEVANT.

300

MET WITH STELLA RESNICK, A PSYCHOLOGIST, CONCERNING HER IDEA FOR A BODY SPA HERE IN SAN FRANCISCO. BATHS, MASSAGES, BODY THERAPIES, RELAXATION. GREAT IDEA. REFERRED HER TO RUBIN GLICKMAN.

SERIES OF TALKS WITH NORMA WHITTACKER CONCERNING PROBLEMS AROUND ELLSBERG-RUSSO DEFENSE PUBLICITY. ALSO PLANNED GET-TOGETHERS TO DISCUSS THE MEDIA TRIP SHE IS GOING TO DO WHEN THE TRIAL IS OVER.
LOTS OF PHONE CALLS AND MEETINGS CONCERNING THE WOMEN'S NATIONAL HEALTH COALTION IN NEW YORK, ORGANIZATION WHICH IS TRAINING PARA-MEDICS NATIONWIDE SPECIFICALLY FOR ABORTION AND WOMEN'S HEALTH NEEDS. ORGANIZER IS MERLE GOLDBERG, A PERFECT AGENT. GRANT TO HER. (SEE GRANTS.)

MEETING WITH HENRY JACOBS TO DISCUSS A PROJECT HE IS OWRKING ON HAVING TO DO WITH USES OF VIDEOTAPE BY KIDS TO EDUCATE OTHER KIDS. FOLLOWUP.

ACTED IN A TV COMMERCIAL (SATIRICAL) IN WHICH SEVERAL MEN EXTOLLED THE VIRTURES OF THE BEST SOAP SUDSERS AND DEODORANTS. TO BE SHOWN ON WOMEN'S CABLE TV PROGRAM.

TALKED WITH JOAN BAEZ ON HOW COME HER PRESS CONFERENCE WASX RE: HANOI BOMBING WAS BLACKED OUT BY TIME AND NEWSWEEK. TOLD HER I'D TRY TO FIND OUT. TRIED. FAILED.

NEXT WEEK:

MEETINGS AT FORT HELP, DELANCEY ST. FOUNDATION, EST, AND WITH THE MAN WHO MADE A CHART OUT OF ALL THE VISIBLE STARS IN THE UNIVERSE. BE SURE TO TUNE IN.

Marijuana Educational Fund
c/o Rene M. Cazenave, Jr.
1019 Ashbury, #1
San Francisco, California

March 19, 1972

Mr. Jerry Mander
Member of the Board of Directors
POINT
1166 Filbert Street
San Francisco, California

Dear Mr. Mander:

It has become apparent recently that the decriminalization of marijuana is definitely a viable issue in this election year. It is equally apparent that most of the discussion that this issue has stimulated is heavily influenced by emotional, political, and cultural considerations, and not by the welfare of the general public.

A new foundation, the Marijuana Educational Fund, is in the process of organizing to develop accurate and unemotional educational materials on this issue for dissemination to the general public. At this time, the final articles and by-laws are being reviewed prior to submission to the state. We anticipate that the state should receive our papers within the next two weeks. The Board of MEF presently consists of Joel Fort, M.D., Roland Barndel, Esq., and Rene M. Cazenave, Jr. Various lawyers, doctors, educators and criminologists have expressed a willingness to assist the foundation in achieving its goal of educating the public as to the medical, legal, and social costs of marijuana use and its relation to the use and abuse of other drugs.

We contemplate supplementing the reports of the National Institute of Mental Health and the expected report of the President's Commission on Marijuana with articles in all the print media, participation in various modes on the electronic media, a speakers' bureau, reprints of past magazine articles, position papers, public service announcements, paid advertising, and various other methods designed to inform the majority of the public. We feel that if we can present the issue in a credible and easy-to-understand manner, without emotionalism, and substantiated by valid medical and sociological studies, that the people will respond in an open manner. Obviously, if we can introduce sanity to the issue of marijuana the public will be able to get to the real business of problem solving for serious drug abuse and crimes with victims.

We hope that you will consider our appeal for grant funds favorably, and we can promise that we are well-equipped to utilize them in the most meaningful manner.

Sincerely,

Rene M. Cazenave

Rene M. Cazenave, Jr.
Member of the Board
Marijuana Educational Fund

RMC/ml

302

TO: Directors of POINT
FROM: Rene M. Cazenave, Jr., Board Member and President of the Marijuana Educational Fund.

RE: Activity report requested in POINT memorandum of August 23, 1972.

M.E.F. received a grant of $2,500 from POINT to carry out drug educational activities in the state of California. Since marijuana decriminalization was and still is an electorial political issue, the M.E.F. board thought that it would be prudent to follow the letter of the law quite closely.

This was not just the usual progressive cause paranoia; but, was due to the fact that the California Marijuana Initiative appeared to offer the best possibilities for sane marijuana education this year. In addition, the educational campaigns developed and implimented by C.M.I. received media coverage and appeared to have impact on a national scale.

M.E.F. Board members also felt that the issue of marijuana decriminalization was quite effective in educating the public regarding the social consequences of all other victimless crime laws, and the questionable right of the state to legislate in any matter concerning personal morality.

Thus, it was decided to put the entire support of our foundation behind C.M.I.'s educational efforts. Legal interpretation of the 1969 tax act indicated that the best method would be to grant funds for the reprinting of various magazine articles dealing directly with the marijuana issue. Those articles included:

"Medical Aspects of Marijuana" by Tod H. Mikuriya, M.D.
"Cannabis Substitution, An Adjunctive Therapeutic Tool in the Treatment of Alcoholism" by Tod H. Mikuriya, M.D., Medical Times, April 1970
" The Marihuana Tax Act of 1937" by David F. Musto, M.D., Arch Gen Psychiat. 1972
" Pot:A Rational Approach" by Joel Fort, M.D., Playboy, October 1969
"Marijuana: A Realistic Approach" by George Chun, M.D., California Medicine, April 1971.

Copies of all articles are attached. Some are photo copies since all the original reprints were disseminated and only single originals remain in the foundation's files.

The reprints were distributed widely throughout California by the campaign organization of the California Marijuana Initiative, various chapters of the National Organization to Reform Marijuana Laws, and Amorphia,the Cannabis Cooperative. Reprints found their way into the hands of policy makers of the A.M.A., A.B.A., various police departments and correctional agencies, Rotary Club, and were quoted in numerous media drug forums. The material is still in use, especially in C.M.I.'s educational efforts leading towards the November election. The impact of these reprints is difficult to assess; but, to date, they represent the only widely distributed printed material in this state available to conservative and moderate groups which presents a rational view of the marijuana issue.

Rene M. Cazenave, Jr., President
Marijuana Educational Fund

POINT

March 3, 1972

Council on Economic Priorities
456 Greenwich
New York, New York 10013

Dear Alice:

I've got a lot of things to tell you but as of now I feel you're entitled to an agent report for February. Many minor, few intermediate and maybe one major item to pass on. First, I commissioned an article on George Wallace which may appear in the next few months. Why? Because I read one of his speeches in the New York Times which to me was absolutely hysterical. The man apparently has few if any advisors, and has been generating these incredibly funny speeches without much outside assistance. I am not sure his audiences recognize the extent to which humor is apparent. He seems to be a modern day Mark Twain, and it would be a shame if Mark Twain couldn't have been appreciated in his own time because of his political position. I think the same may apply to Wallace. He said several things that I think are funny and worth repeating. One is that the judicial system is now so bad that the criminal is out of jail before the victimeis out of the hospital. He has lately been talking about "liberal-headed buffoons, soft-headed do-gooders and other exotics." One of his interesting allusions is to those "bumble-brained Washington bureaucrats who are so confused they can't even park their bicycles straight in the morning." I admit this is rather trivial but in line with my interest in stimulating humor, especially folk humor, it may be appropriate.

I talked to a group of Senior Citizens a week ago Thursday to see whether the hundred dollar credit for the telephone makes sense. Aside from the fact that most of them couldn't understand anything being given to them free and resented that type of concept, there were about a third of the people there who were willing to take the hypothetical "if the money were available" and tell me what they would do with it. Most would be phoning relatives. About a third would be phoning friends, and some would be phoning a combination of both. Most were talking about phone calls to only one or two other cities in the United States. The possibility that they actually may be able to make these phone calls early in the morning, between 5:30 and 6:30 a.m., when the phone network is almost dead, is now emerging as a new possibility, although its not clear from the seniors I talked to whether they would getup that early to talk to their friends and relatives. Or for that matter whether their friends and relatives would want to hear from them at that time in the morning.

304

I did what I think was a major thing and wrote an article on the Laws of Money. This came out of an interview with Sally Raspberry, and has been circulated to the other members of the Point Board and a special one is now being dedicated to you and is attached.

Point established its ability to take extremely quick action, one day's notice we called a telephone board meeting and decided to join in with the Episcopalians in a proxy resolution on American Metal Climax and Kendicott concerning ecology.

I went to Alta in Utah to give myself plenty of time to think about what should be done this year with Point funds, read Castenado's Separate Reality and had my mind completely altered. The process was very effective and this renewed energy is now enabling me to work pretty long hours. The telephone project on creative people is fully underway and has been for a month. As of tomorrow we'll have the facts and figures. It is now becoming apparent to me that the only way to deal with the incredible potential amount of power and information is to write to each of the people involved and find out what they feel should be done about it. I suspect that this will lead to a correspondence system and that at some point in the future we will have done nothing more than to create a network which in itself will have been a powerful stimulant to healthy change in this country.

I have been working with the Bank of America boycott committee and have come up with numerous interesting proposals for them in their negotiations. It appears that they're willing to use it, but at this stage Bank of America is still treating them like a flee on the back of a battle ship. One of the ideas I've been encouraging them to follow is to have student loans made by community organizations instead of by the bank directly. The student loan default rate is now close to 20 per cent per annum, and I suspect that this would not be the case were the Black Panthers administering loan funds and collecting money for the administrative processing. I am also trying to encourage the group to have the Bank of America make public its employee ownership of stock (pension plan) which in turn is held by the trust department. There is some point in the future, and I don't know whether it's five or twenty-five years, when the employees of Bank of America will own the corporation via stock in the trust department, but the management will continue to control the trust department, and serious problems could arise. I would like the public to become aware of this part of unusual potential for democratic participation in controlling the world's largest bank. And conversely, the potential hazard of allowing management to be perpetually in control of itself.

I've spent quite a bit of time with a group called Project Two which is going to be another big warehouse project, twice the size of Project One, and it's quite an interesting group of people. If I haven't told you enough about Project One, let me know.

Finally, mymmost exciting thing is: developed and administered a sex questionnaire which was applied to last Friday's introductory sex course; a before and after questionnaire. I have sent the questionnaire over to Pete Sherrill so we can discuss analysis. At this stage it was really a test of questionnaire methodology and the results are fascinating. One of my hypothesis may be born out in large scale research. That is that sex is very much like ammaze, viewed from the point of view of each partner, where one partner continually tries to avoid the turnoffs of the other person, and by avoiding a whole series of turnoffs finally reaches the end of the maze and is successful. People have been indicating a very positive agreement with the statement that: "Sometimes I'm so concerned with avoiding the turnoffs of my partner that I neglect my own desires."

More reports next month, hopefully far more will be accomplished. A separate letter will follow in reply to your latest letter concerning utilities. Saw Gary Near for lunch. Love at first sight.

Love,

Michael

MP/cm

COUNCIL ON ECONOMIC PRIORITIES
456 GREENWICH STREET, NEW YORK, N.Y. 10013, (212) 431-4770
WASHINGTON, D.C. • SAN FRANCISCO

March 14, 1972

Mr. Michael Phillips
POINT
P.O. Box 668
Menlo Park
California 94025

Dear Michael,

What a terrific surprise to welcome me back from our nation's capital!

Thank you for your $1,000 retainer for providing POINT with information about the social policies and performance of companies held in your portfolio. The Council, as you well know, does not give investment advice, but will be delighted to provide you with comparative analysis of corporate social impact.

I have entered an institutional subscription for POINT, sending a copy of each of our Economic Priorities Reports first class to each Board member. As you are entitled to at least ten copies, please let me know if POINT would like to have Reports sent to anyone else associated with the Foundation.

Retrospectively, I will send a copy of the study "Paper Profits", analysing the pollution control records of 24 paper & pulp manufacturers to you. I am certain that you will be interested in the information presented for Scott Paper Company. An update of this study will be released in a few months. I've also enclosed a copy of our publication schedule for the remainder of the year.

I will also send a copy of our past issue on the petroleum industry, although it is not one of our stronger research projects.

Five companies in your portfolio are the objects of campaigns centered on this year's annual meetings: Bank of America (meeting March 21, San Francisco), AT&T (meeting April 19, Denver), IBM (meeting April 24, Dallas), American Metal Climax, Inc. (meeting May 4, New York) and Standard Oil of New Jersey (meeting May 18, Houston). Our Report on campaigns planned for this year's annual meeting

meetings will be out in a couple of weeks. Since I know you are thoroughly familiar with Bank of America plans, and the next earliest meeting is April 19, the Report should reach you in plenty of time to contact any group you might wish for more details.

Southern Company plays a prominent role in the utilities study, to be released April 16. We will send you a copy of the complete study as soon as it's available. There will be articles based on the study in both Harper's and the Saturday Review May issues.

Since many of your companies are involved in military contracting, I'll also send on copies of those Reports and the book, Efficiency in Death.

John sends his love, and we both are hoping you'll be out for a visit soon.

I expect to be in California in June for a Board meeting of the Stern Family Fund, if all goes well. I hope John and I will be able to stay a bit longer then.

Love,

Alice

Alice Tepper Marlin

P.S. more formal reply enclosed too.

News from the American Electric Power System

FOR RELEASE

12 Noon
Saturday,
April 15, 1972

Statement by Donald C. Cook
Chairman and President, American Electric Power Co.
President, AEP System operating companies

The alleged "findings" of the Council on Economic Priorities, as released to the press today, purport to present the facts with respect to the environmental impact of the operation of power plants by 15 selected electric utility systems.

Instead, the Council's "findings" are pure 100% judgment or bare assertion of a self-appointed group acting as both judge and jury. In our opinion, based on the report itself, the Council is totally lacking in the technical knowledge, competence or objectivity required to deal with such a complex, highly technical and emotionally charged subject. The result is a misleading, unscientific, distorted, partly false and highly prejudiced document.

The report is completely without any scientific basis, is inaccurate in major particulars, and lacks objectivity or recognition of the facts. It shows no understanding of the state of the art of pollution control in the nation today. It does not even attempt to provide a balanced or objective assessment of the environmental impact of power plants.

To be specific, the report among other things:

(1) Sets up totally arbitrary and unproven "standards" of its own for air and water quality. For example, with respect to its "standard" of zero discharge of heat into waterways, the Council has sought to set up a level not accepted even by Federal or state authorities and other experts who have investigated the field. Besides being simplistic and arbitrary, such so-called "standards" completely ignore the relationship of a plant to its local environment and the ambient conditions already existing.

(2) Fails to give objective recognition, in its "grading" of utilities, to the availability of fuel. For example, it overlooks the developing crises in the use of certain fuels, such as natural gas, on the one hand, and the need, on a national economic and security basis, to develop and utilize our most abundant fossil resource, coal, on the other.

(3) Fails, too, to give appropriate recognition to the state of the art in the development of equipment for the removal or control of particulate matter, sulfur oxides and nitrogen oxides. The inability of electrostatic precipitators to live up to their dust collection guarantees, so far at least, is set forth by the Council as a failure of the power industry, rather than of the equipment manufacturers. Here, too, it must be noted that presently know O_2 removal processes have all been commercial failures.

(4) Gives zero recognition to a company's dust collection equipment, including modern electrostatic precipitators, even if such facilities are operating at excellent efficiencies but which may fall just below the Council's own arbitrary "standards."

(5) Makes gross errors in estimating the cost of state of the art control facilities. In all instances where American Electric Power provided costs for precipitator replacement alone, such costs far exceeded the Council's estimates for BOTH particulate matter and SO2 control.

(6) Uses numbers alone to "grade" companies. For example, by grading by total effluents alone, the Council conveniently ignores the simple fact that the larger companies using similar fuels -- with larger plants, more plants and greater fuel consumption -- will necessarily emit greater amounts of effluent than the smaller companies. This approach, in turn, ignores the significance of the amount of effluent per unit of product produced. This leads to the assertion that the companies that have done the best control jobs have instead done the poorest. Further, such a simplistic approach does not take into account the fact that, generally, the plants of the larger companies are scattered over larger areas, nor the fact that some companies' plants are located in urban areas, while others (like AEP) are in sparsely settled rural areas.

(7) Chooses to give no recognition to the fact that the tall stack, today, is the best and only proven method of controlling gaseous emissions, such as SO2, from large, coal-burning plants. This method, as clearly demonstrated by extensive experience in the United Kingdom, effectively controls and minimizes ambient and ground-level concentrations. Here, the extensive scientific literature has been completely ignored.

(8) Ignores the fact that existing pollution control equipment, at the time of its installation, did in fact meet established regulations, where existing, and ignores, too, the fact that backfitting and upgrading programs have been and now are under way to keep pace with the advancing technology and the new or higher-standard regulations.

(9) Judges the industry by announced pollution abatement programs with dollars attached, implying that only money is needed, when in fact much research, development, engineering and design must be carried out, that the highly involved study necessary is already under way, and that the industry will comply with all legally established standards as soon as the technology, design and construction aspects will permit.

(10) Ignores the degree of compliance with existing regulations, judging companies, instead, against the Council's own arbitrary and unsupported "standards."

(11) By studying only investor-owned utility systems, it ignores the fact that environmental problems are common to all power-producing systems, including those of municipalities, and state and Federal instrumentalities.

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Taken all in all, this effort by the Council on Economic Priorities can only be regarded as another striking example of a group professing to be acting on the highest principles in pursuit of the most noble objectives, while in fact acting in an ignoble and factually insupportable manner.

COUNCIL ON ECONOMIC PRIORITIES
456 GREENWICH STREET, NEW YORK, N.Y. 10013, (212) 431-4770
WASHINGTON, D.C. • SAN FRANCISCO

April 20, 1972

Mr. Donald Cook
Chairman and President
American Electric Power Company
2 Broadway
New York, NY

Dear Mr. Cook:

We understand from the media that you have had some difficulties with our study, THE PRICE OF POWER. We have now obtained a copy of your full statement, to which we are most anxious to respond. This statement seems to reflect a hasty reading of our study, and I hope that once you have had a chance to read it thoroughly and carefully, you may find it a solid and fair piece of research.

The intent of our 13 months of work was not to produce a sensational, antagonistic, or unfair report, but instead to assess the environmental problems facing the electric utilities industry, the degree to which they can be solved, the cost of available pollution control techniques; and to analyse the records of 15 companies, presenting all the details and points of view we could gather.

We spent four initial months reviewing all data available on each company from the Federal Power Commission, as well as discussing the problems of the industry with experts in the field, in and out of government and the industry itself. Following this period we carried on long and careful interviews with each company, going over information the companies had supplied in answer to our questionnaire, or which we had recorded from the FPC. All revisions and updates were noted. Again, in December and January, through lengthy correspondence with the companies, we received still more revisions, which were incorporated in the final report. (Information came also from telephone interviews with federal and state pollution control agency representatives.) We had two meetings with Harold Johnson and his staff, so that all particulate emission figures could be brought up to date, and other information such as future plans for plant clean-up could be gone over. The results of these meetings were carefully noted in the plant stories for each AEP plant, and in the company profile. In the summer of 1971, Mr. Johnson assembled a very thorough answer to our long environmental questionnaire.

First, to respond to the points brought up in your statement's paragraphs 1,2,6, 8, and 10, all of which pertain to the Council's criteria in this study:

You commented in para. (1) that our criteria were arbitrary and unproven. The Council's criteria were the result of exhaustive interviews with both federal and civilian scientists, EPA officials, industry consultants, and study of technical books and trade journals. The criteria of 98% particulate control from coal burning plants, for instance, was assessed as realistic by all of our

consultants. The fact that 8 of the 58 coal burning plants assessed suceeded in achieving this level of control illustrates that, with a major effort, it can most certainly be achieved.

Para. (1) also mentions a "zero discharge" standard of heat added to waterways. That was not one of our criteria. In fact, we spent a good deal of time explaining our criteria in this area to the AEP representative who came to pick up the report three days before our press conference. The Council's criteria determined a degree of risk by factoring in the size of the waterway in question, the size of the plant discharge, and the amount of heat added above natural temperature at the plant site. If you review the AEP company chapter, you will notice that 8 out of AEP's 17 plants discharge cooling water from 8 to 13°F over ambient temperatures, and all were given a "?" assessment due to the large flowage of the river in relation to plant discharge and the fact that, by mathematical computation, the discharge raised overall river temperatures at the plant site by less than 1°F. In general, AEP's record in the thermal area was one of the better ones in the study, with 64% of the system's cooling water requirement evaluated as either "adequate" or "indeterminable."

Also in para. (1), you questionned our use of state-of-the-art criteria instead of other measuring sticks. I would like to comment on our choice of this criteria. Our choice reflects our effort to find a yardstick by which pollution control performance for all 15 companies could be evaluated reasonably and fairly. The most consistent method for analysis seemed to be the extent to which they had, or had not, utilized the best existing pollution control technology-"the state-of-the-art" for the fuel it chose to burn. We specifically rejected using the legal status of a plant as a criteria, because laws and enforcement practices vary widely from one state to another, and because the term "compliance" can mean many different things. In some cases it can mean state-of-the-art control, but in others it may mean compliance via permits, variances, or grandfather clauses that allow plants to operate with poor controls or none at all. Last year, when the Council's first in-depth environmental report was released, covering the records of 24 leading paper companies, we found that many plants had waited to install equipment until required to do so by a state. Our interest, and the interest of many of our readers was in a management's responsibility in protecting the environment, and this was seldom reflected in legal status. Initiative showed up often in companies which had installed controls before they were required to do so.

Our assessment based on state-of-the-art, after publication of the paper study, was praised by a number of EPA officials as well as by executives of some of the companies studied. It was felt that the laws themselves might be moving in this direction.

We also specifically rejected taking into account a power plant's locale, "the relationship of a plant to its local environment, and the ambient conditions already existing," as you comment in para. (1). We felt that distinguishing rural from urban plants, and evaluating them separately, would have meant many arbitrary choices about how dense a population has to be for a certain degree of control to be required. The Council is not prescribing, but is simply saying that companies burning coal have the opportunity of reducing coal particulates by 98% or more under current technology. The public, whether it is rural or urban, and the pollution control agencies can decide whether or not they want the best controls. We did feel it incumbent on us to report that AEP considered the remote location of many of its plants as a good reason for not needing to reach this state-of-the-art. This was clear from a discussion with Mr. Johnson and his staff. Again, our

intent was simply to show what could be achieved, and measure AEP's efforts against those of other companies.

You commented in para(2) that the report does not recognize the problem of availability of fuels. The Council's state-of-the-art criteria does not make any recommendations as to fuel. A fuel supply analysis would have been the subject of another study entirely. Again, our criteria concentrates on pointing out what degree of control is possible for whatever fuel is burned. Although a company's emissions are charted, this is ancillary to the question of responsibility. Grading was not based on effluent alone, by any means, nor was company size and element in determining corporate initiative, as is suggested in your para. (6).

To go on to specific points raised in your paragraphs 3,4,5,7,8,9, and 11:

In para. (3) you say that inappropriate recognition is given to technological problems with control of particulates, sulfur oxides, and nitrogen oxides. Again, 98% control of particulates under actual operating conditions is proven possible by the fact that 8 plants in the study achieve this level; further, we were told by an AEP engineer that one of your plants, Big Sandy, would be "brought up to design efficiencies of 98.9% and 98.5% in the near future." The fact that desulfurization technology is not yet commercially proven was carefully noted in every plant profile. And the fact that NOx control is still experimental at coal-fired boilers was similarly noted, resulting in AEP's 100% "irrelevant" ("gray" on the charts) assessment in the NOx category. It did not seem appropriate for us to shift responsibility to the manufacturers of particulate control equipment when maker and buyer work closely together, and upgrading is always a possibility.

In para. (4) you comment that "zero recognition" is given to a company's dust collection equipment, even when modern. This is not true. The plant stories for Amos, Clinch River, Big Sandy, and Mitchell mention that state-of-the-art controls (even though they underperform) are either now installed, or will be installed, for instance. "Dramatic reduction" is acknowledged at Muskingum River. Recognition was often given in simple presentation of the numbers: % efficiency planned.

In para. (5) you mention gross errors in our cost estimates. Our costs were computed on the basis of the best available information about air and thermal control equipment, gleaned from federal officials, by studying recent expenditures by utilities themselves, and from discussions with equipment manufacturers. The manufacturer's estimates, as might be expected, ran lower than anyone else's, including the Council's. Costs were given on a "range" basis, to reflect variations of costs for different parts of the country--some have felt they should be higher, and others lower, but they remain the first figures of their kind to be made available as a starting point for people to make assessments. If AEP's own estimated costs for upgrading are much higher, it reflects the fact that you aim to install much higher efficiency ESP's than 98%, such as at Clinch River, where 99.7% ESPs will be installed. We found no cases where CEP SO2 + particulate control cost estimates were less than AEP's estimated particulate control upgrading costs, where AEP's cost figures were mentioned. CEP did not estimate SO2 control costs for plants given "adequate" evaluations under SO2.

In para. (7) the AEP statement claims that no recognition is given to dispersion of SO2 from tall stacks. This is correct. The Council was evaluating methods of control, and tall stacks are a method of dispersion. We felt it important to point out that the company does not consider forms of control of SO2 a high priority.

In para. (8), the AEP statement says that upgrading programs were ignored. In all cases where Mr. Johnson and his staff indicated that upgrading programs were under way or planned, this information was noted in the plant profiles.

In para. (9), it is claimed that the Council implied that only money is needed for control, when much R&D is called for as well. The Council report went out of its way in the company profile to say that R&D efforts, particularly in SO2 control, are badly needed, especially for a company which appears to be commited to the use of high sulfur coal.

In para. (11), the statement comments that power companies other than investor-owned ones are ignored. This is correct, but because of the nature of the Council: one of the Council's major audiences is the growing body of investors who are interested in the social performance of companies held in their portfolios. We study investor-owned companies only, for this reason.

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I hope you will take the time to carefully review our report again. We look forward to any further suggestions, comments, or criticisms you can make.

We feel it important that you understand that our reports are widely read, and that your environmental record is of great interest to many people who are concerned about the preservation of a wholesome environment in this country.

As we noted at the press conference, we see this study as a beginning to a series of reports that will reflect the progress made by each company as time goes on. We hope for open and positive channels of communication, and your continued cooperation. As soon as our final press run is completed, we will forward a fresh copy. Many thanks for your cooperation to date.

Very sincerely,

C.P. Noyes
Project co-author
cc: Harold Johnson
Jack Young, Edison Electric Institute

Flora Lewis

Shame on the Electric Companies

Only a few seem to really care about the environment.

New York—The electric power industry has responded with a wounded roar of rage to a new study by the Council on Economic Priorities showing just what the utilities are doing about pollution.

The study very carefully rates companies across the country on the record of their efforts to use available technology, not absolute or ideal standards. A few firms, notably Southern California Edison and Pacific Gas and Electric of San Francisco, were found to be trying hard to clean up.

Northern State Power in Minneapolis was noted for screening out 98 per cent of the soot emissions in half its plants, a level some other companies called "unrealistic." Kansas Power and Light, at Lawrence, Kan., has installed a method to remove 70 per cent of sulfur dioxide gas in its smokestacks, which the president of American Electric Power Co. said couldn't be done at all.

But most haven't done nearly what they could to stop polluting. American Electric Power, the biggest, turned out to be the worst, along with the Southern Co. of Atlanta and Commonwealth Edison of Chicago.

"Misleading, unscientific, distorted, partly false and highly prejudiced," was the retort to the report by American Electric's Donald Cook. "Unfair," said Commonwealth Edison. "Badly missed its mark," said Consolidated Edison of New York.

And yet, the one factual error that utilities spokesmen were able to pinpoint was that the Southern Power Co.'s Harllee Branch plant belches 58,000 tons of soot per hour. That figure turned out to be "grossly exaggerated" as the company said, but it was taken from the reports filed by the company for public inspection with the Federal Power Commission, and accepted by a company executive when interviewed by an author of the study.

"It makes you wonder whether these companies take seriously the reports they file with the federal government," says Joanna Underwood, 31-year-old secretary of the council. "They didn't seem to take our study any more seriously until it got into print."

Now, the invectives spouting from the utilities industry almost as thickly as soot indicates they feel obliged to take the pollution study seriously after all. They're saying the kind of thing General Motors used to say about Ralph Nader, and it got him established.

One of the repeated complaints from the power companies was that the report didn't give them credit for meeting legal standards. "The laws vary widely and so does enforcement. We wanted to show the whole range of company behavior," says Sandy Noyes, one of the authors.

"They want to be measured against what the law requires, not against what's actually possible. If the public is happy with that, all right, but we wanted to let them know."

The study, which took 15 months and covers in precise detail 124 plants belonging to 15 firms across the country, is one of a series produced by the New York-based council on what corporations are doing to meet clearly identified social problems. The basic idea is that if the facts are assembled, business can be driven to do better.

And if companies don't try, the council hopes their stockholders will turn them around. One reason it picked electric power to analyze is that utilities stocks are widely held by institutional investors which easily can, if they choose, shift their money to firms with good "social responsibility" ratings.

Yale University recently announced that it plans to do just that with its huge portfolio, which may be starting a trend and would help explain why the electric companies were so upset with the council. It provides, for the first time, factual comparisons of what various firms in a given industry are actually doing about four social problems—pollution, employment discrimination, war materiel and investment in South Africa.

In addition to Noyes, a former publishing executive, the authors are Charles Komanoff, an ex-high school math teacher and Holly Miller, a former stock trader in an insurance company. They worked on salaries of $75 to $125 a week, combing through records, visiting plants, interviewing engineers, executives and experts.

"I live very frugally," said Komanoff with a grin, "but it's fascinated me. I got interested in ecology through my students. It's marvelous to talk to the people who are really involved in what happens to the environment."

And it's impressive to find that, whatever else it does, the American system can still produce people who are willing to work furiously, for minimum pay, to dig out facts in the belief that public knowledge will bring action. The utilities companies felt that showing them up was antibusiness, but it isn't. It reflects a faith that American business can act responsibly when the public is looking, and, above all, a faith in the American public. That's the sort of spirit, in action, that politicians just talk about.

Newsday

'Now the invective spouting from the utilities industry is almost as thick as soot . . .'

315

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Anthony Wolff

THE PRICE OF POWER

A lesson in poisonous addition

ELECTRICITY IS paradoxical stuff: an invisible mover, power without substance. It responds silently to the flick of a switch; it is seemingly clean and cool, plentiful and cheap. But behind all the switches, at its source, electricity is none of these.

Electric power is expensive. It is the most capital-intensive of all industries, requiring a four-dollar investment to generate one dollar in sales. The nation's 212 major privately owned power companies represent one-eighth of all capital investment in the United States. Electric power is dirty: generating it produces wastes that poison the nation's air and degrade its water. And it is scarce. Blackouts, brownouts, and other symptoms suggest the virtual impossibility of appeasing an appetite that feeds on growth and grows on feeding.

More and bigger power plants are part of the solution to the power crisis—and part of the problem in the environmental crisis. The opposing factors in this conflict are the subject of a 500-page study released this month by the nonprofit Council on Economic Priorities, an independent, New York-based research organization. The Council's previous studies of the impact of corporate behavior on American society—including reports on the paper industry and defense contractors—have been recognized for objectivity and accuracy.

For its year-long electric power study, the Council focused on fifteen investor-owned power companies across the country, including the six largest. Together, the fifteen represent 30 per cent of the total privately owned generating capacity in the U.S. At the heart of the study is a detailed analysis of each of the companies' plants producing more than 100 megawatts—131 power plants in all. By measuring the actual environmental-protection efforts of each plant against the highest feasible standards of pollution control, the Council was able to assess the performance, good and bad, of each plant and company. Highlights of the Council's report follow.

AIR POLLUTION is the major insult to the environment from electric power production. Most of the pollution results from the burning of coal, which is used to generate half of all U.S. electric power.

The burning of coal, oil, and natural gas to produce electric power accounts for approximately 20 per cent (5.5 million tons per year) of the particulates, or soot; 20 per cent (4 million tons) of the nitrogen oxides; and 50 per cent (17 million tons) of the sulfur oxides polluting the air we breathe. These are three of the five most serious air pollutants certified by the U.S. Environmental Protection Agency, and all three have been convincingly indicted as threats to human health and longevity. In addition, sulfur oxides attack vegetation, and combine with water vapor into sulfuric acid to corrode a wide range of materials from nylon to limestone. Nitrogen dioxide is best known as a key ingredient of photochemical smog.

Anthony Wolff is a former environmental editor of American Heritage *magazine.*

For each of these pollutants, some degree of control is within the state-of-the-art. The technology for reducing soot emissions by more than 98 per cent has been available for at least ten years. The same goes for as much as 80 per cent of nitrogen oxides from oil or gas combustion. Sulfur-dioxide control is still experimental, but meanwhile low-sulfur fuels are usually available.

Even so, the CEP study casts serious doubts on the industry's antipollution efforts. Only forty-five of the 125 fossil-fuel (oil, coal, and gas) plants in the study—including just 14 per cent of coal burners—measured up to particulate state-of-the-art standards. All others ranged from relatively "clean" to absolutely "dirty." While some companies averaged better than others, not one of the fifteen companies is up to the state-of-the-art air standard at all locations. Examples:

- The American Electric Power Company, the biggest investor-owned electric-power producer in the country and the second biggest polluter in the study, burns coal—over 25 million tons per year—in all seventeen of its major plants. Not one of them, including two started up since 1970, achieves state-of-the-art particulate control.
- The worst single polluter among the plants in the study is Harllee Branch, in Putnam County, Georgia, the largest plant (1,746 megawatts) of the vast Southern Company. At full tilt, the plant exhales up to 58,000 pounds of soot every hour. With the

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316

second largest generating capacity of any company in the study, Southern is the biggest polluter.

- On the other hand, the cleanest large companies in the study—Southern California Edison and Pacific Gas and Electric—operate mostly in California, which has the nation's strictest air-pollution regulations. Two plants partially owned by SoCal-Ed outside the state's jurisdiction, part of the infamous Four Corners project in the Southwestern desert, do not observe the same standards.
- Two other notably clean companies—Houston Lighting and Power, and Oklahoma Gas and Electric—take advantage of local natural gas, which produces virtually no soot or sulfur dioxide. But neither company has made a real effort to control invisible nitrogen oxides.
- Many companies that have achieved a substantial reduction of emissions by converting from coal to cleaner oil have forgone other pollution controls. In New York City, for instance, two-thirds of Consolidated Edison's oil-burning capacity has no emission controls at all and adds up to two tons of soot per hour to the urban air.

THERMAL POLLUTION results from the diversion of large quantities of water through power plants to absorb waste heat and carry it back to the waterway, where it raises the ambient temperature. The well-documented ill effects of even small temperature changes on aquatic life in experimental situations argue strongly for caution. In general, however, the industry has pointed to the lack of data from actual field experience to justify continued unrestricted dumping of waste heat.

A single 1,000-megawatt fossil-fuel plant operating at today's maximum thermal efficiency wastes at least 60 per cent of its heat. This heat could raise the temperature of 30 million gallons of water per hour—the total low flow of many sizable rivers—by 15°F. Nuclear plants have a maximum thermal efficiency of only 33 per cent, and require 50 per cent more cooling water per unit of electricity.

Overall, the electric power industry currently uses 10 per cent of the nation's total fresh water runoff for cooling, and accounts for 80 per cent of the heat added to the nation's waterways by all industry.

A variety of cooling systems are available to return the heated water to its source at ambient temperature, or recirculate it in a closed system. Oklahoma Gas and Electric has used nonpolluting closed-circuit cooling since 1924. Nevertheless, of the 131 plants in the Council's study, only twenty-five had complete, year-round control of thermal waste. Two more had part-time control.

NUCLEAR POLLUTION—the escape of radioactivity to the environment from the primary cooling system of a nuclear reactor—is not yet a major threat. A few years ago, nuclear power was touted as an imminent alternative to fossil-fuel combustion. But the advent of nuclear power on any large scale has been stalled by public protest, cost factors, and technological delays. Of the 131 plants in the Council's study, which included several large companies dedicated to nuclear power, only six were nuclear. As of the end of 1971, only about 2 per cent of U.S. electric power was generated in nuclear plants—but this figure is expected to exceed 50 per cent by 1990.

Permissible levels of "routine" radioactive emissions from nuclear power plants, set by the Atomic Energy Commission, have long been challenged by scientists and others. Meanwhile, technical advances have made it possible to reduce radioactive emissions to virtually zero, and in July 1971 the AEC proposed to tighten its standards to less than 1 per cent of the existing ones. This proposal is still in the hearing stage. Meantime, of the four nuclear plants in the study for which radioactive emission data were available, not one can meet the proposed AEC standard.

THE COST of environmental virtue—of making power production as clean as possible—varies from plant to plant and from company to company, according to size, present state of grace, and other factors. Examples:

- Oklahoma Gas and Electric, a small gas-burning company and already the cleanest in the study for its size, could buy state-of-the-art control for $3.8- to $5.1 million.
- Houston Lighting and Power would have to spend from $44- to $78 million—mostly for thermal controls—to reach state-of-the-art in its nine plants.
- The Southern Company's seventeen coal-burning plants would face a cleanup bill of from $216- to $370 million—considerably more than the $82 million already committed by the company for the period of 1971-73.

The total fifteen-company investment is estimated to be $1.2- to $2.2 billion. Overwhelming though this might seem in absolute terms, the Council calculates that *the cost to the consumer for state-of-the-art control of all air and thermal pollution would add at most 10 per cent to monthly electric bills.* This compares favorably with the $80 the Public Health Service estimates is the annual average cost imposed on a family of four by air pollution from electric power production.

TO ASSESS the industry's commitment to cleaning up its own pollution, the Council offers a simple index—a comparison between outlay for research and development and its budget for advertising.

In 1970, the 212 privately owned electric power companies spent $46 million on all research and development, only a part of which involved the design of better emission controls and cleaner generating technology. The overall R&D figure represents approximately 0.23 per cent of gross revenues, "a remarkably small percentage by most industry standards," according to the President's Office of Science and Technology.

At the same time, the industry spent almost twice as much—$88.7 million—directly on advertising to stimulate acceptance and use of electric power. In addition, some part of $306.3 million spent on sales should be charged to promotion. To be sure, this pattern is changing. American Electric Power, for example, stopped all consumer advertising in 1971. Four other companies in the study have done the same, or switched to energy-conservation campaigns. But of the five abstaining companies, three plan to return to normal advertising practices as soon as possible. Says Baltimore Gas and Electric's chairman of the board and president, C. E. Utermohle, Jr.: "We feel advertising is a fundamental part of any business and intend to resume as soon as reserves are built up." □

COUNCIL ON ECONOMIC PRIORITIES
456 GREENWICH STREET, NEW YORK, N.Y. 10013, (212) 431-4770
WASHINGTON, D.C. • SAN FRANCISCO

June 16, 1972

Dear Institutional Subscriber:

Here is your copy of THE PRICE OF POWER, CEP's 14-month environmental study of 15 major investor-owned electric utilities.

We regard THE PRICE OF POWER as a milestone in the development of an appropriate methodology for analyzing corporate pollution control records on a comparative basis in a highly technologically complex industry. Coming in the midst of an ongoing national debate over the "energy crisis," THE PRICE OF POWER is the first attempt anywhere to evaluate thoroughly the environmental problems and performance of electric utility companies. Its main focus is the extent to which individual utilities are introducing available technology to control emissions at each of their plants. An abstract of findings is inserted in your copy of THE PRICE OF POWER.

Press coverage of the study has been extensive. The New York Times and Chicago Daily News carried front page stories. Harper's Magazine commissioned a special article summarizing the study findings, and Saturday Review ran a cover story largely based on our analysis of the Four Corners situation. There were stories in such publications as the Washington Post, the Boston Globe, the Christian Science Monitor (including an editorial), the Wall Street Journal, Time, Forbes, in environmental magazines, and in a host of local newspapers in communities where utilities plants are located. A few samples are enclosed for your reference. Electrical World, the leading industry trade publication, referred to the study as one of "Two weighty and significant reports" which "have caught the investor-owned electric utilities in a crossfire of facts that could have a tremendous impact on the industry." (The other report is the Federal Power Commission's long-awaited National Power Survey.)

While our investigations have led the CEP staff to conclusions rather critical of the pollution control performance of the electric utilities industry, we had not anticipated the bitter tone, sweeping nature, or vehemence of some industry reaction to the study and its accompanying publicity. We believe that even the most technically adept of our readers may be confused and find it difficult to sift out fact from fiction in reviewing these criticisms. The study's authors have undertaken, therefore, to reply carefully to each point raised in detailed letters to the responding companies, sending a copy to the media which reported the company retorts.

A copy of one such letter, to American Electric Power's Chief Executive Officer, Donald Cook, among the most vociferous of the study's critics, is enclosed for your reference. We are convinced that all of AEP's criticisms have been met fairly and objectively. AEP had been singled out in THE PRICE OF POWER for failure to control adequately soot emissions at any of its 17 large generating plants. The company subsequently objected to CEP's use of the "state-of-the-art" criterion (i.e., whether plants used

the best available pollution control technology) rather than legal or geographical criteria. For coal-burning plants such as AEP's, the 98 per cent soot control criterion used in the study is accepted by power experts as having been available to the industry for up to twenty years. Study criteria for other emissions -- sulfur dioxide, nitrogen oxides, thermal effect, and radioactive effluent -- are fully described on pp. 148-150 of the study, and backed up by the descriptions of control technology in Chapters II, III, and IV.

Another criticism voiced by several industry spokesmen (although not AEP) was that "In general, the information presented is over a year out of date and does not reflect...[recent] actions taken by the companies...." (quoted from Edison Electric Institute statement to the press) This claim is incorrect. Although most of the emissions data in the study is based upon company reports to the Federal Power Commission for the year 1970 (the last year for which data has been filed), the study team carried out exhaustive correspondence with the companies throughout the entire research and writing stages in order to update the data to reflect changes through early 1972. Specifically, CEP evaluations of pollution control adequacy at all 129 plants profiled are based on fuel being burned and control equipment in use during 1971-72, as reported to us by the companies in their replies to the CEP plant-by-plant update requests written last December and January. Where emission figures are given for 1970 (because some emission calculations require use of completed FPC reports), we have consistently described the changes which will have taken place in 1971-72. In general, the study is as current as the data furnished us by the 15 companies. A letter explaining CEP's position on this point was immediately sent to EEI the week after release.

In only one case have the Council's pollution figures been seriously challenged. CEP's press release described The Southern Company's "Harllee Branch" plant as the study's heaviest source of air pollution, emitting up to 58,000 pounds of soot per hour, a figure which was denied by the company to a New York Times Reporter the day prior to the press conference. The Southern Company now claims that the correct emission rate is 1740 pounds per hour. CEP obtained the 58,000 figure from reports filed by The Southern Company itself to the Federal Power Commission office in Washington, D.C. -- the information source used for all 124 fossil-fuel plants studied. The 58,000 figure was first filed by The Southern Company in 1970 (for its 1969 FPC report), and was not revised by the company in subsequent FPC reports. Nor did the company recognize its alleged error in interviews and correspondence with CEP during 1971 and early 1972 although other emission figures cited in correspondence were updated. (Interestingly, as of May 15, The Southern Company still had not retracted the 58,000 pound figure on file with the FPC.) Accurate filing of emission figures with the FPC, as well as annual updating, is required by law.

We are, of course, interested in hearing any comments, criticisms, and suggestions you might have, and will be available at any time to discuss the study methodology and its findings in more detail. Please keep us informed of your evaluations and of how we might improve the quality of our work.

CEP has two other studies presently under way: an evaluation of the employment practices for minorities and women of 18 commercial banks and their role

in providing financing to minority enterprises; and a plant-by-plant analysis of the pollution control records of the nation's seven largest steel companies. The next issue of the ECONOMIC PRIORITIES REPORT will be an update of the findings of PAPER PROFITS, our 1970 study of the environmental records of 24 pulp and paper companies. There have been some interesting changes in both records and attitudes in the ensuing year-and-a-half, as well as in plans for the next several years.

We have enclosed a list of our previous studies and ECONOMIC PRIORITIES REPORTS still in print, as well as contemplated future studies. Please let us know if you have any other suggestions for future studies, or reactions to those we are considering.

Sincerely,

Alice Tepper Marlin

Alice Tepper Marlin
Executive Director

Charles Komanoff

Charles Komanoff
Study Co-author

July 16, 1972
POINT Agent Report

Michael Phillips
The Glide Foundation
330 Ellis Street
San Francisco, Cal. 94102

Dear Michael,

When you first called in January to announce your POINT grant to me, John sagely told me that it would cause troubles neither of us could imagine and seriously proposed that I consider refusing it. Looking back over the past half year, troubles it certainly has brought, and pain. Neither John nor I are sure yet whether, by hindsight, his instincts or mine - ecstatic joy and disbelief - will seem wiser. Before I report on how I've been playing POINT agent for the last few months, I'd like to tell you about some of the effects of the grant on my work at the Council on Economic Priorities.

At the Council, the prospect of a competing focus of my attention and energies precipitated complaints, then a power battle which in its ferocity and bitterness would have embarrassed most executives of those corporations we are so critical of. Some of the complaints and hostilities were ones which had been smoldering for awhile, products of common misunderstandings and jealousies that plague most (all, I'm tempted to say) groups of people banded together in an organization, particularly crusading ones. Some focussed on real needs, like that for an administrator to tend tothe day-to-day functional needs of CEP. But most crystallized as a bureaucratic drive for self-perpetuation based on fear of change at CEP and a demand for higher salaries for all present staff members. The purchase of several thousand copies of the power (electric utilities and the environment) Report for distribution to community groups where plants are located, for example, was met with outcries against "undercutting our market" for sales of the Report! Self-preservation, not social change, has emerged as the aim of CEP; the fear of my losing interest in the Council was based on nothing but need for my role in raising funds for the Council. There was even a proposal to limit my activities to fund-raising alone, based on the assumption that twice as much time would bring in twice as mush cash. Interest in new projects has atrophied as the interest in better pay for current projects captured everyone's attention.

The denouement was a Board of Director's decision to dissolve the Co-Directorship in response to the attempts of the Co-Director to win control of the Council, to reestablish me as chief executive, to reassert the Board's constitutional powers, and to schedule Board consideration in the fall of several policy changes, like changes in the format of the Reports we issue and the decision to either undertake a major foreign investment research study or to eliminate that area from the Council's purview.

The most immediate effect has been the useless waste of an inordinate amount of all of our time and energy and a general recognition of the demoralization of the spirit at the Council that had been responsible for our earlier productivity. Whether the Council will emerge weaker or stronger remains to be seen, even taking into account that our larger organization of 20 people will never function as effectively or devotedly as did the group of half a dozen people we once were. Several people, including the Co-Director, have left. A new Research/editorial Director has been hired, as well as an administrator. The staff has established several committees in which it has promptly lost confidence and relegated to the back shelf.

But a new awareness of our essential fragility has arisen which may save us. New people replacing those that resigned or were fired come in with perhaps less initial dedication than earlier staff members, nearly all of whom began as volunteers, but certainly with better professional qualifications. I am not yet fully convinced that the end product will be better or more regularly produced research, but I am anxious to give it a try. On the personal level, I've emerged from the pain of the fray 15 pounds lighter, and graver in my new knowledge of power politics and realities within a small organization.

I ask myself what would have happened if I'd simply announced a year's leave of absence for POINT, or had resigned; whether the institutional change that evolved will prove revitalizing of debilitating; whether it was inevitable anyway. Perhaps POINT should view one of its functions as that of inducing institutional change by seeming to steal away chief executives ...the choice of institutions to be determined only after we see whether the effect on CEP was destructive or revitalizing by hindsight!

As I told you at our Inverness Conference, I have begun to sort out ways to affect utilities. The first step, of course, is to muster all the publicity for the study possible. This is only part of my regular work at the Council, to which I personally devoted a great deal of time for this last study. I've enclosed a sample of the results: page one stories in the New York Times and the Chicago Sun-Times, a commissioned article based entirely on the CEP's study in Harper's Magazine and a cover story based largely on CEP's research in Saturday Review, news spots interviewing the study authors every 20 minutes for a full 32 hours on CBS in N.Y. and lesser radio coverage on numerous other stations, a couple of TV talk shows, and articles in the Wall Street Journal, Washington Star, Baltimore Sun, Forbes, Time, the New York Post and numerous local newspapers in communities where plants are located. Flora Lewis, who is syndicated in about 50 papers, did a magnificent column ridiculing the company responses to our study, entitled "Shame on the Utilities".

Thank you for your terrific letters to the Southern Company. I have enclosed our response to their press release and copies of our records of letters sent to them listing the now disputed figures for Harllee Branch plant but not corrected by the company even though other figures in the letter were corrected.

Did you notice the mentions of Glide's letters to Boards of Directors re racism and sexism in the Economic Priorities Report and in Newsweek?

A summary of the study has been introduced into the Congressional Record. Muskie's Committee on Public Works has sent a copy of the study to the EPA for evaluation. The Senate Interior Committee has circulated to their members, and may introduce portions of it into hearings where appropriate. So far, my efforts to have it used as campaign material in communities where the utilities are located have failed miserably.

Because they are publicly regulated, another approach to affecting the utilities is to intervene in rate-setting commission hearings, asserting that a utility should be enjoined from advertising for the use of electricity, and that their rate increases be made dependent on the installation of adequate pollution control equipment (as outlined in the Price of Power) and that they invest more on research and development for new modes of generating electricity or of controlling pollution from currently practiced methods of generation. Bob Hallman, of the Center for Law and Social Policy in Washington, has filed such briefs, at the PEPCO and VEPCO hearings, and has so structured the briefs that they could fairly easily be amended for use in most other

The denouement was a Board of Director's decision to dissolve the Co-Directorship in response to the attempts of the Co-Director to win control of the Council, to reestablish me as chief executive, to reassert the Board's constitutional powers, and to schedule Board consideration in the fall of several policy changes, like changes in the format of the Reports we issue and the decision to either undertake a major foreign investment research study or to eliminate that area from the Council's purview.

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But a new awareness of our essential fragility has arisen which may save us. New people replacing those that resigned or were fired come in with perhaps less initial dedication than earlier staff members, nearly all of whom began as volunteers, but certainly with better professional qualifications. I am not yet fully convinced that the end product will be better or more regularly produced research, but I am anxious to give it a try. On the personal level, I've emerged from the pain of the fray 15 pounds lighter, and graver in my new knowledge of power politics and realities within a small organization.

I ask myself what would have happened if I'd simply announced a year's leave of absence for POINT, or had resigned; whether the institutional change that evolved will prove revitalizing of debilitating; whether it was inevitable anyway. Perhaps POINT should view one of its functions as that of inducing institutional change by seeming to steal away chief executives ...the choice of institutions to be determined only after we see whether the effect on CEP was destructive or revitalizing by hindsight!

As I told you at our Inverness Conference, I have begun to sort out ways to affect utilities. The first step, of course, is to muster all the publicity for the study possible. This is only part of my regular work at the Council, to which I personally devoted a great deal of time for this last study. I've enclosed a sample of the results: page one stories in the New York Times and the Chicago Sun-Times, a commissioned article based entirely on the CEP's study in Harper's Magazine and a cover story based largely on CEP's research in Saturday Review, news spots interviewing the study authors every 20 minutes for a full 32 hours on CBS in N.Y. and lesser radio coverage on numerous other stations, a couple of TV talk shows, and articles in the Wall Street Journal, Washington Star, Baltimore Sun, Forbes, Time, the New York Post and numerous local newspapers in communities where plants are located. Flora Lewis, who is syndicated in about 50 papers, did a magnificent column ridiculing the company responses to our study, entitled "Shame on the Utilities".

Thank you for your terrific letters to the Southern Company. I have enclosed our response to their press release and copies of our records of letters sent to them listing the now disputed figures for Harllee Branch plant but not corrected by the company even though other figures in the letter were corrected.

Did you notice the mentions of Glide's letters to Boards of Directors re racism and sexism in the Economic Priorities Report and in Newsweek?

A summary of the study has been introduced into the Congressional Record. Muskie's Committee on Public Works has sent a copy of the study to the EPA for evaluation. The Senate Interior Committee has circulated to their members, and may introduce portions of it into hearings where appropriate. So far, my efforts to have it used as campaign material in communities where the utilities are located have failed miserably.

Because they are publicly regulated, another approach to affecting the utilities is to intervene in rate-setting commission hearings, asserting that a utility should be enjoined from advertising for the use of electricity, and that their rate increases be made dependent on the installation of adequate pollution control equipment (as outlined in the Price of Power) and that they invest more on research and development for new modes of generating electricity or of controlling pollution from currently practiced methods of generation. Bob Hallman, of the Center for Law and Social Policy in Washington, has filed such briefs, at the PEPCO and VEPCO hearings, and has so structured the briefs that they could fairly easily be amended for use in most other

states. The task at hand, then, is to obtain the schedule of hearings for each of the utilities in CEP's study, and find groups and lawyers locally for the filings. Cases could be made even more strongly than for PEPCO and Vepco because of the more detailed knowledge now available on equipment needed and its cost, and in some cases by virtue of the utility having a poorer record than others in its industry. CEP staff have already helped in an intervention in Iowa.

Local actions like these are the kind of result I hope for from the mailings I've used POINT funding to do to local groups. Environmental activists and others have been sent a free copy of the summary Economic Priorities Report, "Price of Power," with a cover letter, many of them from either us, Joe Browder (Environmental Policy Center) or Sam Love (Environmental Action) or Barry Commoner, a copy of the Harper's article, and the section from the full study (the entire thing is 605 pages long!) describing the record of their local utility. We will have to wait a few months to see whether or not this sort of mass mailing stirs up worthwhile local activity.

Another route is to write to local TV and radio stations, asserting that utilities advertising presents one side only of a controversial public issue, and is therefore in violation of the "Fairness Doctrine" of the FCC unless the station begins to present the other side either in programming or in "counter ads". It should be made clear that a complaint will be filed at the FCC should the station fail to present such programming or to run ads that present the other side, or refuse to accept further advertising from the utilities. Prof. Philip Schrag of Columbia Law School has written to WOR-TV to this effect, on behalf of several environmental groups, complaining of advertising for increased use of electric appliances, especially of the less efficient models. Should a station agree out of court, or be ordered, to show ads presenting the other side of the issue, either funding for an advertising agency must be obtained, or a volunteer agency interested in the project. Preliminary inquiries indicate that Lois Holland Calloway, who do CEP's ads voluntarily, might be willing to produce the requisite ads.

The threat of the above actions being initiated on a broad basis against utilities, especially those with the worst records, should bolster any public interest stockholder proxy fights, for financial threats should win the allegiance of many stockholders that would be opposed otherwise. Another stockholder action might be to propose the breakup of the two holding companies in our study, American Electric Power and Southern Company, for their pollution control performance has been the worst in our sample. I have set up a meeting with The Rev. Everett Francis to explore these possibilities for the [redacted] Episcopal Church and an interfaith coalition concentrating on matters of this sort.

John and I both found the Inverness Conference a fascinating and envigorating experience, and plan to welcome much of the same group to a meeting in the East this fall. John will be working with Jim Turner on an article dealing with the theoretical underpinning of corporate social activism, perhaps joined by Gary Near. Jim and CEP will be working closely together on our study of the retail industry.

Do you remember that John and I put off our study-trip to Africa planned for this summer? We now plan to go next summer instead, and have hired a research assistant, Ellen Gesmer, who has just graduated from Radcliffe laden with honors, and who worked in Africa a little over a year before finishing college. We will in all probability confine the study to 3 or 4 countries to make the project more manageable. The Director of MIT Press has indicated interest in publishing the study.

Another step we've taken, both for the Africa trip and other POINT work, is to set up an office at home where John and I can work jointly on the Africa research, on articles we work on together, and on POINT utilities work.

I have arranged, under the auspices of POINT, for a sex course for the Council staff the third weekend in August. Ann Welborne has agreed to do it for us for considerably below the regular price.

The weekend of the Fourth of July, John and I took a six-day holiday, which I lovingly consider POINT leisure. We both began to do some oil painting, the first either of us has tried since the age of ten. We were rather pleased with our first forays and plan to try again over a week in August.

Our interest in the art world aroused, by our own efforts and by the fact that John's mother and two sisters are having a major show in N.Y. in September, we plan to learn a bit about the NY "art biz". The first step is to get some publicity for the show, learn how the galleries function, and give a reception after the opening. I'm confident we'll find lots that's exciting and lots that's rotten with the art promotion world, and will report back to you.

John and I hope you'll spend some time in NY with us soon - we spend so much time mooching off you and Sharon in San Francisco. Try to make it the second week in Sept. so you can see the Marlin art show. We'll in all probability be back in S.F. for the NACBS Conference Nov. 9-11 and a week either before or after it.

Love, Alice

Alice Tepper Marlin

COUNCIL ON ECONOMIC PRIORITIES
456 GREENWICH STREET, NEW YORK, N.Y. 10013, (212) 431-4770
WASHINGTON, D.C. • SAN FRANCISCO

November 25, 1972

Dear Michael,

I'm really feeling like a POINT agent at last! The office has settled down and is working very productively under CEP's competent new research and administrative directors. By next spring, I should be able to concentrate most of my energies on more active work, and plan to move to San Francisco or Washington, if we can find a way for the move to work out well for John too. Then I will be completely removed from the day-to-day administrative aspects of CEP and better able to concentrate on how best to use our research. Meanwhile, a few exciting happenings are already under way.

utilities

My mass mailing to environmentalists and other community activists does not seem to have been cost-effective, but has played a role in a few impressive responses to the study.

The group I am most enthusiastic about is the Institute for Southern Studies, an offshoot of the Institute for Policy Studies in D.C. Based in Atlanta, it has launched a battle with Georgia Power, a subsidiary of the Southern Company - one of the dirtiest utilities in our study, as you well know. The Institute has tried to intervene in the public service commission hearings on Georgia Power's application for a rate increase, but their testimony had been overruled by the commissioners consistently until they called CEP for advice. I arranged for Charlie Komanoff, an author of our study, to fly down to testify. For the first time, he convinced the commissioners that pollution was indeed an issue of social and economic costs, relevant to the hearings. While a hearing on the issues was the only victory this time around, the case may be won next year, or the following one. The most amazing discovery for me was the degree of parochialism evinced, for there had been clear precedents in Virginia, Chicago, and elsewhere of which the Georgia commissioners were entirely ignorant. They seemed to have never heard of tying rate increases to performance on pollution control, including limits on advertising for increased use of electricity.

The Institute has contacted the radio and TV stations in Georgia - every single one - requesting time to refute "controversial issues of public importance" raised by Georgia Power's advertising, making use of the "Fairness Doctrine" of the FCC. One TV station thus far has offered time. I have succeeded in convincing the Institute, which had planned to just send someone to the station to talk on the air, to instead work with the Stern Concern to produce an ad.

I have also sent some money to them to cover the costs of getting their counterparts in Alabama, Mississippi and Florida to follow the same route with other Southern Company subsidiaries.

The most impressively simple story of power study impact comes from Oregon. An environmental group in Portland introduced the CEP's section on Portland

General Electric into the rate hearings. The company immediately withdrew its request for a rate increase!

I have enclosed a few clippings about the Atlanta testimony.

Banking

I have also enclosed some of the publicity on our recent study of employment patterns in the banking industry. You should receive your copy of the complete banking study in a week, unless it is printed earlier and I can give you a suitcase full to take to San Francisco with you for our S.F. office. It's not nearly as thoroughly documented and authoritative as our environmental studies, but is the first on our learning curve for massively uncooperative companies, and it's an area where secondary sources are sparse, and notably unreliable.

We have begun a study of the retail industry - four general merchandisers, funded by Stern Fund, whose common stock is 80% Sears -that I hope and expect will do a far more thorough job of analyzing employment patterns than the banking study. It will also examine each company's precedures for testing for health and safety of products, credit policies, disclosure on packaging, and truth in advertising.

Steel

The steel study, to be released in January or February, has encountered even less cooperation than banking, yet will be as fully documented and authoritative as the utilities and paper studies, because of the extensive and precise data available from U.S. Army Corps of Engineers Permit Applications.

military advertising

Our next Economic Priorities Report will discuss advertising for military goods. We have made preliminary plans to work with Alvin and Jerry's Public Interest Communications to assure that the study will have impact in the Bay area. If everything goes well, we hope to work closely with them in the future on other issues.

Paper

I believe that the most exciting evidence to date that the Council's research really does have an impact, even if not followed up effectively by any particular activist group, is the update we did of the paper industry's pollution control records. We went back and asked the same questions we had in 1970 about the equipment installed on their virgin pulp mills, and found spectacular improvement: five companies with good records, up from two in 1970 (December), and construction under way for adequate equipment on most of the other mills operated by the 24 companies studied. By the end of 1975, the industry should have completed construction of 1970 "state of the art" equipment throughout. This puts the industry way ahead of others with which we are familiar, like steel and utilities.

Stockholder Activity

Betsy Lehrfeld set up a meeting during our last trip to San Francisco with nearly 20 foundation staff members and/or trustees and their investment advisors. I outlined a dozen specific actions that foundations and their investment advisors could take to begin the job of being socially responsible investors. There was a stunned silence after the presentation (my comments had been followed by John on how social and financial performance can be compatable), but the feedback since has been only positive. I think they were a bit taken aback at actually being expected to do something. Since Betsy works on commission on sales only, I plan to sent her some POINT money for her help in this area. I also plan to initiate similar discussions, but on a one-to-one basis, with foundations here in New York and their investment advisors.

I also talked about the proposal CEP submitted to the Stern Fund for a study of retail firms (the brave decision had not yet been made then). Their approach is a landmark for foundation investment attitudes. I plan to make this year's study the first in a series, looking at a new issue each year, including real estate(planning for store locations) and overseas operations, but always comparing Sears with its prime competition.

Possible New CEP Studies

We are considering several new CEP studies. I would very much appreciate hearing your advice about which would be most useful:

pollution control in the petroleum industry (refineries only);
industry-operated day care centers;
real estate policies of banks (Huey Johnson's suggestion);
occupational health and safety in the pharmaceutical industry;
Cost/benefit and lobbying analysis of the airport trust fund;and
loan policies and employment patterns of banks in four African countries.

Banks in Africa

John and I have been working with Ellen Gesmer (Summa Cum Laude grad of Radcliffe in June,'72, spent a year in Africa between Junior and senior years, and speaks fluent Swahili). Since there is a chance this shouldn't be a CEP project, Ellen is working on POINT money, which will be paid back if the Council should adopt the project. If we decide we can't obtain the requisite documentation to do an effective study, John and I are considering taking a purely pleasure trip, perhaps to Japan or China, for the POINT leisure sabbatical. If we do move over the summer, it may not be possible.

Institute for Municipal Performance

John may give up teaching to set up a CEP-type organization to analyze the performance of municipalities -- in areas such as pollution control (utilities, sewage treatment, code enforcement), services (education, transportation) and land use. He has just completed a book on budgeting in N.Y.C. (with Councilman Carter Burden and Nancy Masuelli, a graduate student of his completing her thesis in this subject).

There is certainly need for the Institute, indicated by the fact that nearly every time I speak about the Council, someone asks why we don't analyze municipalities and unions - I have no reputable answer - and by an enthusiastic initial reception to the suggestion among foundation, academic and government people. John will probably circulate a draft proposal to you and any other POINT person who is interested for comments and suggestions. Please let us know your reactions.

Advertising

The foundation meetings/to set up a public interest advertising firm that would use Madison Avenue resources (creative work and production) have foundered, in large part because an incompetent was chosen to make the presentation and head the proposed organization. But there have been two constructive results: Bill Ruder (Ruder & Finn) is now planning to set up a similar organization and Tracy Weston of the Stern Concern so impressed many of the foundation directors at the meeting that he is almost certain to be able to raise the requisite funds to open a N.Y. office. This office would operate in a fashion similar to that proposed, but be more active on Fairness Doctrine and other legal avenues. Alvin Duskin deserves great credit for having predicted a similar outcome in advance, but was unable to convince David Hunter or me that we ought to plan for that from the beginning.

Love, Alice

Alice Tepper Marlin

A Business and Society Review Profile

Alice in Businessland

Alice Tepper Marlin, who will be twenty-eight years old this August, was recently considered for the presidency of her alma mater, Wellesley College. Her main qualification for the job is that she is the founder and codirector of one of the most competent ombudsman-like organizations in the country—the Council on Economic Priorities—which has set itself the task of monitoring the activities of United States corporations.

The Council was born two and a half years ago out of an assignment Alice was given while working as a securities analyst for a brokerage house in Boston. Her plans up to that point had been to get involved in some kind of social reform, and she had viewed her business work as education toward that end. Asked to put together a "peace portfolio" for a synagogue that wanted to avoid investing its money in companies with military contracts, she saw her opportunity. She advertised the existence of the portfolio in a small ad in the *New York Times*, and when the ad got 600 responses, she decided to start a nonprofit organization that would do this kind of research full-time. Through the National Council of Churches, she made contact with an individual who gave her $30,000 to launch the organization.

The Council sends out a bimonthly *Economic Priorities Report* to more than 3,000 businesses, institutions, and individuals, and also issues periodic in-depth studies. In the inevitable comparison between Alice's organization and Nader's, the Council would receive higher marks for accuracy. The difference is that Nader's research groups are largely left to fend for themselves, so that the results are of varying quality. At the Council, Alice imposes uncompromising in-house standards, and nothing that does not meet these standards is allowed to get by. An in-depth study on the highway trust fund was abandoned after months of work because it was felt that its conclusions would not be air-tight.

The Council has published three in-depth studies: the recently completed *The Price of Power*, on electric power companies; *Paper Profits*, on pollution in the pulp and paper industry; and *Efficiency in Death*, on companies manufacturing antipersonnel weapons. The bimonthly report has featured such articles as "Pollution and Profit: Do They Correlate?" (the answer was that a company that does not pollute can be just as profitable as a company that does); and it recently devoted an entire issue to a critical analysis of corporate advertising campaigns on the environment.

Alice is quick to point out to prospective employees that working for the Council is not a "glamour" job. The research involves drudgery and patience. Each of the twenty staff members puts in an average of sixty hours a week, and most of them earn only between $5,000 and $6,000 a year. (Alice and two other staff members earn $8,000.) Alice competes for talented people, however, by offering them the chance to make some social difference.

Recently, she recruited the internationally famous economist, Robert Heilbroner (interviewed in this issue on page 5), to chair the Council's board of directors. "I think the Council does first-rate work," comments Heilbroner. "And besides, it's hard to say no to Alice."

329

American Banker

The Only Daily Banking Newspaper

MONDAY, OCTOBER 30, 1972

330

EDITORIAL

Diagnosis by an Outside Consultant

The report by the Council on Economic Priorities on the hiring and promotion of women and minorities sheds harsh light on this aspect of bank personnel practices, and reveals how far the industry still falls short of its avowed goals.

It is perfectly appropriate to note at the outset of any discussion of these figures that the statistical profile is crude, and drawn from a limited base. But it would be foolish to argue that the picture would get any prettier if it were more precise.

For on any reasonable judgmental basis, the CEP picked the right places to look for its information—the five cities with the largest minority populations in the country, plus Atlanta (leading to an interesting sidelight observation, that the cities with largest minority populations are no longer in the South).

It is true that the figures assembled are not recent enough to depict bank personnel practices as they now exist, but they are recent enough —1970—to be reasonably valid, and to illuminate realistically a problem which banking's leadership has already committed itself to solve. Now the industry can see better than ever how hard it will be to do that, and can appreciate more fully the kind and extent of management actions that will be required for it to deliver on that commitment.

Bankers have taken considerable comfort in recent months over reports of hiring practices which in the aggregate show the industry doing better than any others in the increase in rates of hiring of minorities, and the high level of hirings of women. But the perspective of the CEP report reveals that actual numbers of minority people employed by banks run behind the local percentages in each community, except for New York, and that promotions of minority individuals and women, once they are hired, lags dramatically, and that the opportunity open to them for significant advancement during the course of a career is sharply limited.

Part of this post-hiring bottleneck is caused by weakness in the employee, who may lack certain specific skills the bank requires; many banks are seeking to remedy this problem by training programs, and some have produced good results. But by and large, according to the CEP report, the banks have not done nearly as much as is needed in this area if they are to make the kind of progress toward the goals of equality that their leaders have established.

Another part of this bottleneck is caused by perpetuation of segregation in certain key jobs, particularly in the lending area, where career development is most rapid and can reach highest.

For bankers who have been concerned about the industry's performance in the widening and increasingly complex realm of social problems in which banking now finds itself involved, the CEP report is bound to come as a stiff jolt, an unexpected challenge to some prevailing assumptions of diligence, creativity and progress on the part of the industry.

But at the same time it introduces a new realism—however harsh and imprecise—into bankers' thinking, and describes a condition of the industry against which future progress can be measured. Both of these are contributions of great practical value.

So also can be the impact upon the industry, if it accepts the CEP report as constructive. Diagnosis of problems is rarely a pleasant experience, but it is the next essential step following recognition—which the industry has already made—that a problem exists. And while the CEP report does not constitute a complete diagnosis, it does provide banking with the fresh perspective of an outside consultant—indeed, one unsolicited, self-appointed, and in some cases even unwelcome. CEP's different point of view has identified some parts of the problem more accurately than ever before, and thus clarified the nature of the remedies that senior management will need to formulate and administer, if banking is to achieve the extensive cure that its leaders have said it wants and needs.

THE WALL STREET JOURNAL

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331

Bank-Hiring Practices Hit as Discriminatory In Private Group Study

Economic Priorities Council Says Data Show Bias by Industry Against Women and Minorities

By a WALL STREET JOURNAL *Staff Reporter*

NEW YORK — The Council on Economic Priorities, a private nonprofit group that attempts to measure social performance of U.S. industries, charged that "a statistical pattern of employment discrimination against minorities and women" exists in the commercial banking industry.

Furthermore, the group said it encountered "massive and intransigent refusal" by banks to provide data for its study.

Such secrecy and what it called "failure of federal agencies to enforce civil rights laws" is perpetuating the discrimination, the group charged.

The charges were based on a study of 18 banks in six cities. It was the council's fourth in-depth study, but the first in the field of equal employment.

The study, based on 1970 figures, concluded that banks in five of the six cities employ minorities in smaller percentages than does the city work force as a whole. "Only in New York are minorities employed at a higher level," according to the council.

The study indicated that Atlanta and Washington banks have the poorest records in this area. According to the council, minorities accounted for 50% of Atlanta's work force, but for only 14% of the workers at its three largest banks. In Washington, minorities accounted for 70% of the force, but only 33% of the employes at the three largest banks.

In addition, the study said that minority bank employes are restricted primarily to low-level jobs. It said that less than 8% of the minority employes in the sample had jobs above clerical and office positions, as opposed to 58% of white men. The study charged that of the seven banks supplying data, National Bank of Washington D.C. and Citizens & Southern National Bank of Atlanta had the worse records in this respect.

Minority-Employment Consultant

A spokesman for the Washington bank said he couldn't comment directly on the allegation, but said the bank had hired a minority-employment consultant who has developed "an affirmative action program which has been followed by the bank." The executive said the bank is proud of what it has done, but added: "This is just the beginning. We realize we've got a long way to go."

Similarly, Citizens & Southern stated: "This report shows that we haven't been doing the job we should be doing, but we are certainly going to do a better job going ahead."

Concerning the employment of women, the council said that "in all six cities, women have little problem getting jobs in banking. They are in higher percentages than their proportion of the city labor force." But Elisabeth Sapery, a codirector of the study, charged that women "are concentrated overwhelmingly in low-level, tedious, poorly paid jobs, and the outlook for advancement is bleak."

According to the study, most women bank officers hold jobs at the lower end of the category. It noted that in Detroit, which had the highest proportion of women managerial employes (20%), the three banks surveyed had only one female vice president.

The study especially criticized the lack of cooperation from many of the banks covered. "The lack of cooperation underlines the fact that banks enjoy power without accountability," the study said, adding: "This secretiveness, coupled with power and protected by law, may well increase public cynicism and aggravate social ills."

Least Cooperative Banks Listed

The council listed the following banks as being least cooperative: American Security & Trust Co., Washington; Detroit Bank & Trust Co.; First National Bank of Atlanta; Riggs National Bank, Washington, and Trust Co. of Georgia.

A spokesman for Detroit Bank & Trust said, "We freely provide data to government agencies," but added it didn't cooperate with the council because too many consumer groups request information to allow the bank to respond. Trust Co. of Georgia stated: "We view the information that the (council's) questionnaire sought as being confidential between us and the governmental agencies we provided it to." The Atlanta bank added, "We reaffirm we are an equal opportunity employer and we were recently found to be in compliance by a representative of the Treasury Department."

Officials of Riggs National and American Security weren't available for comment. First National of Atlanta said it hadn't seen the study and thus couldn't comment.

The study was also highly critical of the Treasury Department's handling of bank-employment practices. "Although it has been eight years since the Civil Rights Act was passed," stated Rodney Alexander, study codirector, "the Treasury, whose compliance section has the responsibility of seeing that banks comply with the act . . . has never denied federal funds or tax collection privileges to any major bank for not complying."

The council did have one kudo. Among the seven banks reporting, it cited Manufacturers Hanover Trust Co., New York, as having the "most responsible overall record with regard to women and minority-group members in the areas of hiring and placement in executive positions."

San Francisco Chronicle
Business World

Banking and Bias

New York

A pattern of race and sex discrimination pervades the banking industry, according to a study of 18 major commercial banks released yesterday by the Council on Economic Priorities.

The study alleges that minority - group members are under - represented among bank employees, while women are over - represented among clerical employees but are rarely promoted to positions of higher responsibility.

The CEP, which published the 32 - page report, is a nonprofit organization specializing in research on how corporations meet their social responsibilities.

Focusing on the three largest banks in each of six cities —New York, Chicago, Detroit, Washington, Philadelphia and Atlanta — the report found that women constituted at least half of all bank employees in all six cities, and as high as 65.2 per cent in Detroit.

Yet the number of women serving as officials or managers of banks was found to range from a low of 4 per cent in Philadelphia to a high of 18.6 per cent in Detroit.

Minority groups fared even worse than women when it came to being hired by banks at all. In five of the six cities, the study found banks employed minorities in smaller percentages than their representation in the city work force as a whole.

In Atlanta, for example minorities accounted for 50 per cent of the labor force, but only 14 per cent of employees at the three top banks, the CEP said. In Washington, where 78 per cent of the city work force consists of minority group members, minority representation at the three major banks was put at 33 per cent.

Only in New York were minorities employed with greater frequency in major banks than in the work force at a whole, by a margin of 30.4 to 25.6 per cent.

The report put much of the blame for the alleged pattern of discrimination on the U.S. Treasury Department. The report said federal agencies had failed to enforce the Civil Rights Act of 1964.

Associated Press

TOP OF THE NEWS

A member of a leading Chinese family said he was roughed up by a policeman during a police sweep of Chinatown. Page 5.

The Supreme Court agreed to decide if the military services discriminate against pregnant female officers by discharging them. Page 7.

The chairman of the Young Voters for the President said here that there is "no excuse" for the Watergate incident. Page 8.

President Nixon signed a measure providing increased educational benefits for Vietnam veterans. Page 9.

The Air Force dropped court-martial charges of disobeying orders and falsifying documents against General Lavelle. Page 11.

An anti-Allende "day of silence" protest brought life in Santiago almost to a standstill. Page 11.

A federal court ordered the attorney general to remove the Abraham Lincoln Brigade from his list of allegedly subversive organizations. Page 11.

U.S. Army instructors are putting the entire South Vietnamese Army through an intensive retraining program. Page 11.

The owner of a Swiss fabric house noted for excellence learned the art of supervision from his mother, one of the world's great restaurateurs. Page 20.

Red-dyed hair for both men and women and the '40s look — with pageboys and curved bangs—may soon be popular all over the world. Page 21.

Three U.S. Senators agreed here that federal housing programs are in need of reform. Page 58.

A survey of banks in six major cities found a pattern of racial and sexual discrimination. Page 58.

Weather

Bay Area: Fair Wednesday, continued warm. Highs, in the 70s; lows, in the 50s. Light winds. Page 39.

332

Boston Evening Globe

WEDNESDAY, OCTOBER 25, 1972

Job discrimination endemic to banking

By Kay Longcope
Globe Staff

Employment discrimination against minorities and women "is endemic to commercial banking," a year-long study conducted by the Council on Economic Priorities has found.

The just-released study also shows that most banking institutions maintain a rigid policy of secretiveness regarding public scrutiny of their employment and minority lending practices.

It further states that discriminatory practices are perpetuated by the US Treasury Department's refusal to enforce Federal affirmative action requirements under Title VII of the 1964 Civil Rights Act.

Called "Shortchanged: Minorities and Women in Banking," the study is the fourth in-depth survey made by the Council on Economic Priorities (CEP), an independent non-profit organization which analyzes corporate social performance.

"Whatever the image and potential of banking for exercising social responsibility in relation to minority groups and women, its performance has not been good," declares the study.

It was based on statistics gathered from 18 banks in six cities with sizeable minority populations—Atlanta, Chicago, Detroit, New York, Philadelphia, and Washington D.C. Because most refused to divulge statistics, a major informational resource was the US Equal Employment Opportunities Commission (EEOC).

The study points out that in 1960 banks employed on the average fewer than one black per banking establishment and, 10 years later, they still had the worst minority hiring and upgrading record of any white-collar institution.

"In 1970, members of all minority groups accounted for only 2.7 percent of bank employes in the official and managers category, compared with the 3.6 percent average for all white-collar industries, and 13.7 percent of the nation's workforce," it noted.

It added: "In five of the six cities, minorities are employed at levels below their share of the labor force, with differences of from 18 percent below in Philadelphia to 38 percent below in Atlanta.

"At the three banks in New York, however, employment of blacks and Hispanic-Americans exceeds these groups' representation in the city's labor force by a difference of almost 5 percent."

BANKING
Continued on Page 29

Women, minorities get shortchanged

★ BANKING
Continued from Page 24

While minority men and women constitute 25 percent of all employees, they are primarily restricted to office and clerical work. Only 6.7 percent held jobs above that level.

The report notes that women have little trouble getting bank jobs, but "the positions obtained are likely to be low-level and the chances for advancement poor.'"

It cited Philadelphia and Atlanta banks for holding the worst record in placing women and minority group members in jobs above the office and clerical level. In Philadelphia only 4 percent of all officials and managers are women and in Atlanta, which has a large middle-class population, only .5 percent of all officials and managers are minority group members.

While women are employed in higher percentages than their proportion of the city labor force, "they are concentrated overwhelmingly in low-level, tedious, poorly paid jobs," said Elisabeth Sapery, who conducted the study with Rodney Alexander.

Both are fellows for the Council on Economic Priorites, which collects and disseminates information on the practices of US corporations in five major areas: employment, environmental quality, military production, political influence, and foreign activities.

The US Treasury Department was roundly criticized for not forcing banks to comply with equal employment opportunity requirements, a laxity which has perpetuated discriminatory patterns, the report said.

"The Treasury has never denied Federal funds or tax collection privileges to any major bank for not complying," said Alexander.

Banks studied over the last year were: Chase Manhattan Bank, Manufacturers Hanover Trust, First National City Bank, New York; Continental Illinois National Bank and Trust Co., First National Bank of Chicago, and Northern Trust, Chicago; National Bank of Detroit, Detroit Bank and Trust, and Manufacturers National Bank of Detroit.

Also, First Pennsylvania Banking and Trust Co., Philadelphia National Bank, and Girard Trust Bank, Philadelphia; Riggs National Bank, American Security and Trust, and National Bank of Washington, Washington, D.C.; Citizens and Southern National Bank, Trust Company of Georgia, and First National Bank, Atlanta.

333

INDUSTRY BONUS ARGUED

Pro, Con Heard On Power Rates

By TOM WALKER
Atlanta Journal Business Editor

Should the industrial customers of Georgia Power Co. get a price break because they buy power in larger volumes than residential users?

That was a question discussed in and out of a Georgia Public Service Commission hearing Thursday as the PSC continued its hearing on Georgia Power's rate increase application.

Charles Kamanoff, a quantitative analyst in the Environmental Protection Administration in New York City, said during a press conference sponsored by an organization opposing the rate increase that industrial customers should pay more for power, proportionately, than residential users.

KAMANOFF, who is also co-author of a book on the pollution programs of power companies, "The Price of Power," said industry used 32.4 per cent of the total electric power produced by Georgia Power in 1971, but paid only 24.5 per cent of the company's revenue. In that year, residential users as a group used 24.2 per cent of the power but accounted for 32.2 per cent of the revenue.

He said, both before the PSC and in the press conference, that the increased rates would be directed more heavily at residential users than industry, and contended that it should be just the reverse.

Kamanoff appeared at a press conference sponsored by the Georgia Power Project, a citizens group and one of the most vocal opponents of a rate increase. At the same press conefrence, Joe B. Browder of Georgia Power argued that industrial users get a price break, in essence, because they use a greater volume of power. He said most pricing policies are this way on other goods and services.

Georgia Power, he said, believes the rates should be more in line with the cost of the service, and it costs less to serve industrial users than it does to serve an individual residence, and thus the cost to the customer is adjusted accordingly.

BROWDER, vice president of marketing, said placing the burden on industry would hurt the state's economy because it would curtail industrial growth. "If we raise the cost of power to industry, not only would it drive out of the state the high-employment industries, but we wouldn't get any more," the power company spokesman said.

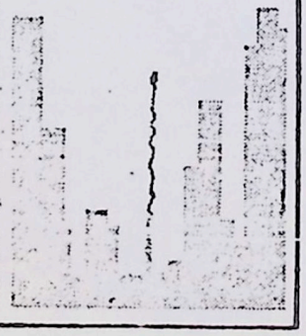
Attorneys for Georgia Power said the company plans to spend $127 million on pollution control in the next three years, countering arguments from opponents that other power companies are doing more to fight pollution than is Georgia Power.

A spokesman for the citizens group, at the press conference, also accused Georgia Power of racial discrimination in its hiring practices. Browder said charges about hiring practices have "no bearing on our financial position" before the PSC.

Georgia Power has asked the PSC for a rate increase amounting to $47.9 million annually. The hearing on the rate increase before the commission is scheduled to resume Monday.

8-D The Atlanta Journal Friday, November 10, 1972

Business • Markets • Finance



334

335

Author Backs Citizens at Ga. Power Rate Hearing

By BILL MacNABB

A citizens' group was allowed to present a co-author of "The Price of Power" as a witness Thursday in the hearing on Georgia Power Co.'s $47.9 million rate increase request.

The witness, Charles Kamanoff, told the Georgia Public Service Commission that a pollution control program should be required in allowing a rate increase and that industry should bear most of the burden of increase.

"The Price of Power" found national attention earlier this year in reporting the pollution programs of major power companies.

"Where other companies are spending millions to control pollution," Kamanoff told the commission, "the Georgia Power Co. is spending little or nothing."

Kamanoff said his statemnt was based on findings in research ending last January. Attorneys for Georgia Power asked the witness, "Are you aware that over the next three years Georgia Power Co. is scheduled to spend $127 million on pollution control?"

Kamanoff works as a quantitative analyst in the environmental Protection Administration of New York City. He was called as a witness by the Georgia Power Project, a group of citizens fighting the rate increase.

"The company's coming here and saying 'we want more money,' and we're saying, 'what's your record of service to us.' " Bob Hall, spokesman for the group, told newsmen.

Hall attacked the company for alleged racial discrimination in hiring and for lacking "a balanced program for pollution control."

The company should not be allowed a rate increase, Hall said, until it demonstrates responsibility through "decent hiring, regardless of race and sex" and a "rigorous pollution control program."

Joe Browder, the company's spokesman, answered the charges by calling Hall "extremely misguided." He told Hall of the amount the company intends to spend on pollution control and said, "Alleged racial discrimination has no bearing on our financial position."

Prior to the press conference, an attorney for the Georgia Textile Manufacturers Association confronted Hall with charges that he was "out of order" in holding the press conference.

The attorney said under administrative rules of the commission, the group "hasn't the right" to "comment on any evidence that has taken place or will take place" in the hearing.

Only testimony within the hearing, a matter of public record, should be reported, the attorney contended, but Hall was apparently unimpressed by the contention.

During the hearing, a witness for the textile association said that the rate increase "would be more than we (manufacturers) could possibly bear."

Kamanoff testified that industry used 32.4 per cent of the total electric power provided by the company in 1971 but accounted for only 24.5 per cent of the company's revenue payments.

In the same year, the witness said, the residential class used 24.2 per cent of the power, while providing 32.2 per cent of the revenue payments.

Kamanoff charged that increased rates would be directed more heavily at the residential class than industry. "The burden of increase should be shifted proportionately away from the residential class," he told the commission.

At a press conference earlier in the day, power company spokesman Browder said that placing the burden on industry would hurt Georgia's economy.

"If we raise cost to industry, not only would it drive out of the state the high employment industries, but we wouldn't get any more," Browder said.

At the hearing, Kamanoff also attacked the company's record on expenditures for research. While all U. S. utilities spent .12 per cent of their gross income on research in 1971, the witness stated, Georgia Power Co. spent .09 per cent.

"This figure is so low that I find it almost hard to believe," he said.

The press conference, held before the afternoon session of the hearing, was staged by the citizens' group in protest of the commission's denying members of the group to cross-examine company witnesses on environmental matters and hiring practices the day before.

The witness said the 12.29 per cent proposed increase would cost textile member plants over $[illegible] million a year.

The Washington Post BUSINESS & FINANCE

WEDNESDAY, OCTOBER 25, 1972

Jobs Bias Charged to Banks

By James L. Rowe Jr.
Washington Post Staff Writer

A study by the Council on Economic Priorities charged yesterday that a "statistical pattern of employment discrimination against minorities and women is endemic to commercial banking."

The 18-bank study—which covered the three largest banks in New York, Chicago, Washington, Philadelphia, Detroit and Atlanta—also accused most banks of being "unwilling to permit public scrutiny of their employment and minority lending practices."

In contrast, earlier this year, Treasury Department equal opportunity program director David A. Sawyer reported that banking leads all American industries in minority hiring.

The new study concluded that:

• While the majority of employees in the 18 banks were women (which is true industry-wide), women "are overwhelmingly concentrated in low-level poorly-paid jobs." Although 69 per cent of all bank jobs are office and clerical in nature, "90 per cent of all women employees find themselves in such positions.

• In five of the six cities, minorities are employed "at levels below their share of the labor force, with differences of from 18 percentages points below in Philadelphia to 38 percentage points below in Atlanta. In New York, minority employment at the three largest banks is higher than their share of the city's labor force.

• While minority-group members totalled 25 per cent of the work force, they were primarily restricted "to office and clerical work . . . Minority group members constituted only 6.7 per cent of all employees above office and clerical at the banks under study."

The study charged that "a majority of the sample banks were highly uncooperative towards CEP's efforts to gather information about them." Of the 18 banks, five "declined" to privide any data, including Washington's two largest banks—Riggs National Bank and the American Security and Trust Co.

The study said the National Bank of Washington was one of the seven banks rated "good" for their cooperation in the survey.

Where the banks themselves refused to provide data, the study said it used aggregate data for all three banks under a study prepared by the Equal Employment Opportunity Commission.

The CEP report blamed the Treasury Department for much of the alleged discrimination—saying the agency had failed to enforce the 1964 Civil Rights Act as it applied to banks.

A spokesman for the American Bankers Association said he had not had time to study the report in-depth, but noted studies that said banking led all industries in minority hiring—and called attention to ABA programs designed to bring minority group members to banks in management positions.

CEP is a non-profit corporation designed to research corporate practice in employment, enviromental quality, military production, political influence and foreign activities. It has done studies of the paper industry and the electric utility industry.

336

The New York Times

NEW YORK, MONDAY, AUGUST 28, 1972

PAPER INDUSTRY GAINS IN CLEANUP

Researchers Find Evidence That It Leads Most Others in Fight on Pollution

By DAVID BIRD

In a development it called "particularly striking," a public interest research group announced yesterday that in its opinion the nation's pulp and paper industry had changed from a lagging to a leading position in the pollution cleanup effort.

Just two years ago the nonprofit group, the Council on Economic Priorities, released a study that sharply criticized the pulp and paper industry for having one of the worst records in checking its pollution of the nation's water and air.

The council charged at that time that most of the pollution control efforts in that industry ranged from "inadequate to disastrous."

In the last two years, the council said, so much extra effort has been committed to cleaning up pollution that it will result in "the industry's approaching 100 per cent adequate pollution control by the end of 1975."

"This places pulp and paper years ahead of other industries such as utilities and steel identified as having enormous

Continued on Page 36, Column 3

Paper Industry Gains in Effort To Curb Pollution, Report Says

Continued From Page 1, Col. 5

cleanup tasks ahead of them," the council said.

The change in the pulp and paper industry's position, the council says, is the result of two major factors: a well-developed technology that enables the industry to clean up with equipment now available and government regulatory efforts that have been persistent and effective.

In Washington, George Webster, a spokesman for the Federal Environmental Protection Agency, was hesitant to rank the paper industry specifically when asked about the council's newest study.

"I hate to say they are ahead or behind," Mr. Webster said, "but paper is one of the industries that are advancing at a rapid rate."

Mr. Webster said the paper industry apparently was responding to "having been hit over the head for so many years because their effluents are very visible and they are very large in size."

Difficulties Cited

The pollutants from uncontrolled paper pulp operations are especially visible because of discharges that put an inky black liquid into waterways and a stench like that of rotten eggs into the air.

Mr. Webster said it was difficult to rank an industry's progress officially because legislation to complete the setting up of effluent standards was still awaiting action by Congress.

In setting its own definition, the council defined as "adequate" equipment that produces at least 85 per cent reduction in water pollution and at least 95 per cent reduction in air pollution.

The council's study covered 24 of the largest pulp paper companies that account for three-quarters of the nation's pulping capacity.

Industry Pleased

As might be expected, the current report won a much warmer response from the paper industry than did the first. The American Paper Institute charged that the 1970 report was "one-sided" and narrow and did not take into account such things as "the needs of individual communities at a time of high unemployment."

Of the current report, Edwin A. Locke Jr., president of the institute, said: "We all think it's a distinct advance over two years ago. It shows a great improvement in maturity."

Earlier there had been some hostility about the council digging into a company's business, but now Mr. Locke said "such an investigation can be helpful if it can be done with responsibility."

In its 1970 report, the council estimated that it would cost $750-million to finance adequate pollution control by the companies studied. It is now expected, according to company statements to the council, that this cost will be $840 million.

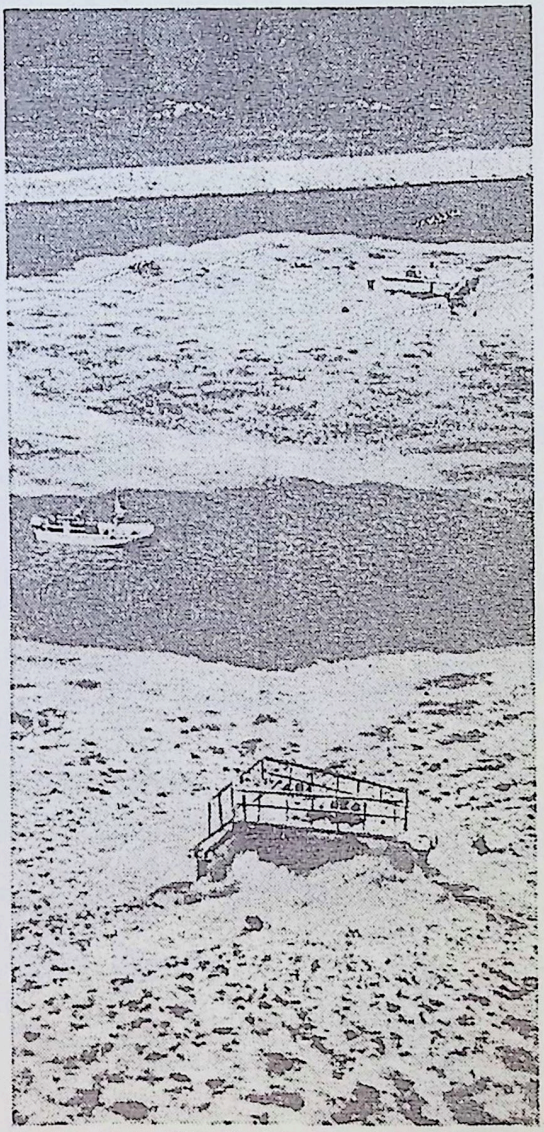
Estimate Praised

Alice Tepper Marlin, executive director of the council, said the original estimate was remarkably close to the actual figure, with the 12 per cent rise to $840-million attributable to inflation and variations in accounting procedures.

The cost figure is for capital funds needed to clean up the pulp mills, which are the worst sources of pollution, and do not include operating costs, according to Eileen Kohl Kaufman, the author of the current report, because "operating costs are too iffy."

Some marginal mills have been closed because it would be unprofitable for them to be upgraded to meet pollution control standards, but the council said their loss represented less than 2 per cent of the total capacity studied.

The council, whose studies are supported by foundation grants (including those from the Rockefeller family foundation) and from sales of its reports to institutions and individuals, has headquarters at 456 Greenwich Street in New York City.



In Ticonderoga, N.Y., the International Paper Company has installed aerators in the 14-acre, 67-million gallon lagoon that is part of the secondary waste water treatment system at its new pulp and paper mill. The aerators replenish oxygen in water before it is returned to Lake Champlain. Above: Test samples are taken from boat.

337

The Washington Post
Times Herald
MONDAY, AUGUST 28, 1972

Paper Industry Reducing Pollution

By Elise Carper
Washington Post Staff Writer

The Council on Economic Priorities, a privately financed, business watchdog organization, has found that the pulp and paper industry has made "striking" progress over the past two years in reducing air and water pollution.

Heaping high praise on what has been one of the nation's dirtiest industries, the organization reported yesterday that most mills will have achieved adequate pollution controls by 1975.

"The remarkable progess places the paper industry years ahead of others such as steel and utilities, which still have major clean up jobs ahead of them," the organization said.

Two years ago, the council released a study indicting the industry for lagging badly in pollution abatement efforts. The study was based on the records of 24 corporations operating 131 mills and accounting for three-fourths of the pulping capacity in this country.

The new report is a follow up in the progress made by the same corporations in the two-year interval.

The council credited the rapid improvement to the commerical availability of equipment to treat stack gases and waste water and the "persistent and effective" efforts by federal and state government to force compliance with new laws and regulations.

But the report also noted that the companies have been concerned about their environmental image and have taken action to control pollution in advance of requirements.

The reputation has been one for "rapacious cutting of forests, and foul-smelling mills belching gases and discharging sludge into streams," the report pointed out.

"Because the industry was singled out early as a target for legislative and public pressure, a large portion of the job has been done, and plans are final for much more."

The report declared that the accomplishment was even more striking because the industry has not been especially known for making a great amount of profit.

Cost Put at $840 Million

The council estimated the clean up cost two years ago at $750 million. The companies have now told the council that capital equipment cost for the period 1971 to 1975 will be approximately $840 million.

The 12 per cent difference, the council said, is attributable to inflation and variations in accounting procedures.

The cost burden has been somewhat eased by financing pollution control equipment through tax-free municipal bonds. Such bonds floated by a public agency are paid back by the industry. Because purchasers of such bonds need not pay tax on them, they carry a lower interest rate.

The council found that the dire prediction by corporations that pollution control costs would force them to shut down plants has not been borne out.

Five mills were closed during the period and three others closed out pulping operations but continued to make paper from purchased pulp.

But the mills were obsolete and marginally profitable, the report said. Pollution abatement hastened but did not cause their death.

The council defined as "adequate" control equipment producing at least 85 per cent reduction in water pollution discharged by a mill and at least 95 per cent in major air pollution emissions.

Given Special Praise

Special praise was given to five companies for their over all records in pollution control: Owens-Illinois, Fibreboard, International Paper, Hoerner Waldorf and Georgia-Pacific.

Owens-Illinois has now equipped all of its pulp mills with the best available pollution controls.

By the end of next year, the report said, Fibreboard and two other companies, Marcos and Champion International, will have installed the best available equipment.

Listed as having "the poorest overall environmental records" were Great Northern Nekoosa, Hammermill and American Can. The report said these firms now discharge more than 35 per cent of their waste water without adequate treatments and operate without adequate air pollution controls on over half of their pulping mills.

"Some lags can be related to age and size," the report noted. "The worst remaining water pollution situations are at smaller, old, marginally profitable mills which do not economically justify the investments required for pollution control."

Three firms—International Paper, St. Regis and Potlatch—regarded as among the most serious polluters when the first report was published two years ago "have made quite definite plans and committed substantial sums to eliminating pollution," the report said.

Another firm, Westvaco, which has had severe air pollution problems in the past, will have substantially controlled air pollution by the end of next year and will have completed a water pollution control program in 1975, the council reported.

The council was founded nearly three years ago to study and report on corporate responsibility. Its director, Alice Tepper Marlin, a securities analyst, describes it as "the Dun & Bradstreet for the socially concerned." The council prepares reports on the practices of U.S. corporations in areas of employment, environmental quality, military production, political influence and foreign activities.

WALL STREET JOURNAL

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MONDAY, AUGUST 28, 1972

What's News—

* * *

Paper mill wastes will be adequately controlled by 1975, according to a nonprofit watchdog group that has been a sharp critic of the industry. Citing "remarkable progress" that puts the business "years ahead" of steel and utilities, the Council on Economic Priorities said water pollution will be cut 85% and air's 95%.

(Story on Page 8)

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Paper Industry's 'Remarkable Progress' In Pollution Control Hailed by Sharp Critic

By a WALL STREET JOURNAL *Staff Reporter*

NEW YORK—One of the sharpest critics of the paper industry's pollution control record thinks the industry has made substantial progress toward cleaning up its mills.

By 1975, the industry will have installed "adequate" equipment for control of air and water pollution at most of its major pulp mills, the Council on Economic Priorities found in a review of the industry. Such equipment would reduce water pollution by 85% and air pollution by 95%.

"This remarkable progress places the paper industry years ahead of others, such as steel and utilities, which still have major clean-up jobs ahead of them," said Eileen Kohl Kaufman, author of the review.

The council, a nonprofit business watchdog group, first studied the pollution-control in the industry in 1970 and released at that time a report that termed the industry's record an "all too general pattern of neglected care for the environment." Both the original study and the follow-up reviewed the pollution-control equipment at each pulp mill of 24 large paper companies. The mills represent about 75% of U.S. pulping capacity.

Government Rules Helped

The cost of capital expenditures for pollution control of the industry in 1971-1975 will run about $840 million, up from the council's 1970 estimate of $750 million, the follow-up report said. The report attributed the increase to inflation, and to companies counting as pollution-control expenditures the installation of some items the council considers production equipment.

The turnabout in the industry's attitude was attributed by the report primarily to increased government regulation and the fact that the pollution technology was readily available for clean-up. Also, says Miss Kaufman, some companies had apparently "got religion," and become concerned about their environmental image.

Despite the general progress it found, the report cited several remaining weak spots. Among these were mills on the Pacific Coast where states haven't required secondary water treatment; Maine mills, which have a 1976 deadline for secondary treatment; some areas where joint municipal-industrial facilities have been delayed, and "scattered" problems in air pollution.

Many pollution-control projects are still on the drawing boards, and currently only one company, Owens-Illinois Inc. has actually installed adequate pollution control equipment at all locations, the report said. But Fibreboard Corp., International Paper Co., Hoerner Waldorf Corp. and Georgia Pacific Corp. were also rated as having "good overall records." By next year Marcor Inc. and Champion International Corp. "will have achieved the excellent level of control Owens-Illinois has attained," the report said.

Some Companies Lagging

The council also said two companies singled out for poor records in the 1970 study have improved since then. "At the midpoint of its $90 million improvement program, a new environmental record profile is at least in sight" for St. Regis Paper Co., the report said. While Potlatch Forests Inc. "is striving for its own rehabilitation."

Great Northern Nekoosa Corp., Hammermill Paper Co. and American Can Co. currently have "the poorest overall environmental records," the council added. By the council's calculations, the three companies discharge more than 35% of their waste water without adequate treatment and operate half their pulping capacity without adequate air pollution controls.

In reply, Great Northern Nekoosa said it's "very concerned about pollution" and its mills will be in compliance with applicable state regulations when deadlines arrive. American Can said the council's "opinion doesn't properly reflect the data we provided for their study," and added that "every effort is being made" to upgrade pollution-control equipment "to maintain adherence to changing standards." Hammermill officials couldn't be reached for comment.

International Paper issued a statement saying that while the report generally treats it favorably, the information is outdated. Since the council began its survey, International Paper said, the company has both brought additional pollution-control equipment into operation and started construction and planning of many more control projects.

Controlling pollution in the industry has resulted in some "environmentally linked closings" of mills, the report acknowledged but it argued that "the economic impact of pollution control hasn't been drastic so far." Pulp mills closed down so far represent only about 2% of 1970 pulping capacity, and most of the mills were economically marginal anyway, it argued.

339

BusinessWeek
September 2, 1972

Paper cleans up

The nation's paper industry was praised for making "remarkable progress" in pollution-control efforts in a report issued by the Council on Economic Priorities, a nonprofit research group. Two years ago, the council blasted the industry's environmental record. The new study finds that by 1975 nearly all industry mills will have achieved "adequate" pollution control, which the council defines as at least an 85% reduction in water pollution and a 95% cut in air pollution. The paper industry's clean-up, the report concludes, "places the industry years ahead of others, such as steel and utilities."

340

Industrywide cleanup

Paper firms lead in pollution fight

By Robert Greenberg
Of Our Washington Bureau

WASHINGTON — A business research group that nearly always has taken haymaker swings at corporations for various sins — pollution, war profits, job discrimination — had high praise Monday for the pulp and paper industry.

The conclusions of the Council on Economic Priorities (CEP) were allt he more surprising because two years ago the nonprofit, foundation-supported council condemned most of the industry as heavy polluters of the air and water, with little social conscience.

Advertising and a barrage of press releases sometimes substituted for the hundreds of thousands of dollars necessary for effective smoke and effluent screening devices, the CEP noted in its survey, "Paper Profits."

Now, in a 51-page detailed follow-up, an "Audit" of the industry's effort, the findings are almost embarrassing to the crusading CEP: Construction under way and projects to which funds have been committed "will result in the industry's approaching 100 per cent adequate pollution control at most pulp mills by the end of 1975," it says.

"This remarkable progress places the paper industry years ahead of others, such as steel and utilities, which still have the major cleanup jobs ahead of them," said Eileen Kohl Kaufman of Baltimore, who authored the audit.

TWO MAJOR reasons are given for the progress in installing what is estimated to be $840 million worth of antipollution equipment by 1975: a technology that is available and has proven itself, and the spotlight of publicity, which, it maintains, "encouraged" government attention and antipollution law enforcement. Also, says the CEP, some companies have become "concerned" about their environmental "image."

Much of the progress, the CEP noted, also is the result of government financing of the antipollution effort by "municipal bonds."

These are industrial revenue bonds, floated by a public agency to cover the cost of facilities. They are repaid over a period of years by the beneficiary corporations whose "delight" in such bonds stems from the tax breaks for themselves and the bond buyers, the CEP explained.

"In all cases, the company assumes all liability for repayment of interest and principal on the bonds," explained the CEP. "The locality gets cleaner air or water, and only the Internal Revenue Service loses, relative to alternative systems of financing."

THESE "alternative systems" of financing would mean borrowing money (floating bonds) in conventional manner under conditions where there would be no tax exemptions for the corporations or the bondholders who receive income from the bonds, explained Alice Tepper Marlin, CEP executive director and a former securities analyst.

The CEP also concluded that "despite frequent charges that pollution control requirements cause plant closings and loss of jobs (this) . . . has not been great."

341

Report: Paper firms are cutting pollution

Minneapolis Tribune 8-28-72 P 1

By Dale Fetherling
Staff Writer

The paper industry — including several mills in Minnesota—has made "remarkable progress" in fighting air and water pollution, says a corporate watchdog that only two years ago almost universally condemned the firms.

The Council on Economic Priorities, a nonprofit group based in New York, Sunday issued a follow-up on its 1970 "Paper Profits" study. That study of the 24 largest paper firms concluded that many were polluting despite the availability of pollution-halting technology at a practical cost.

But the sequel finds that most of the mills will have achieved "adequate pollution control" by the end of 1975.

"This remakable progress places the paper industry years ahead of others, such as steel and utilities, which still have major jobs ahead of them," said Eileen Kohl Kaufman, author of the second report.

In 1970 the council estimated $750 million as the minimum cost of installing up-to-date equipment. Its second survey shows that about $840 million will be spent for cleanup from 1971 to 1975.

The rapid improvement, the council contends, is due to well-developed technology as well as persistent government regulatory efforts.

Alice Tepper Marlin, the

Paper
Continued on page 4A

Paper

Continued from page 1A

council's executive director, said, "Five companies presently have good overall records in pollution control: Owens-Illinois, Fibreboard, International Paper, Hoerner Waldorf and Georgia-Pacific."

Hoerner Waldorf's St. Paul plant won praise in both reports.

Two other firms with Minnesota plants, St. Regis and Potlatch Forests, were identified in the 1970 study as being among the most serious polluters surveyed. But they "have in the last two years committed substantial sums to eliminating pollution from their pulping installations," Ms. Kaufman said.

At Sartell, Minn., the St. Regis plant, which had "virtually no water treatment" in 1970, has installed a $1.6-million primary clarifier, and secondary treatment facilities costing $1.7 million are expected next year, the new report stated.

The Cloquet, Minn., plant of Northwest Paper Co., a Potlatch subsidiary, is undergoing "a major renovation and expansion program."

The sulfite mill there will be closed next year, and a $2.5-million clarifier for pulp mill wastes was installed in 1971. By 1976, the firm hopes to connect to a regional treatment system and end its discharges into the St. Louis River.

New equipment reducing air and odor pollution problems are due in mid-1973 at Cloquet, the report said.

Boise Cascade's International Falls facility has installed a primary clarifier and is working on a biological treatment system that will function during the area's extremely cold winters. A $6-million air pollution-control program also is being completed.

Edwin Locke Jr., president of the American Paper Institute, who was highly critical of the earlier council report, said he is pleased that the council has "recognized the considerable progress that has been made."

"We've been at this for a long, long time," he said, at least since 1943, when the National Council of the Paper Industry for Air and Stream Improvement, an industry research and development group, was formed.

The $840 million scheduled to be spent by 1975 "may turn out to be modest," Locke said. "I suspect it may be above that before we're through, even to meet present requirements."

The Council of Economic Priorities, which was formed two years ago, seeks information on corporate responsibility in the areas of pollution, minority hiring, defense contracting and foreign investment.

342

"All the News That's Fit to Print"

The New York Times

— NEW YORK, SUNDAY, APRIL 16, 1972 —

Study Finds Utilities Lag In Curbing Air Pollution

By DAVID BIRD

An independent, year-long study of private power companies across the country has concluded that the utilities have lagged far behind in installing available equipment that would keep them from polluting the environment.

The study, released yesterday by the Council on Economic Priorities, focused on 15 power companies that generate some 25 per cent ofthe nation's power Included were the six largest utilities and nine others chosen for geographical distribution and representative size

New York's Consolidated Edison was one of those crticized.

In Washington yesterday the Federal Power Commission published a national power survey predicting that the price of electric power would more than double by the year 1990 and singling out environmentalism as one of the causes of actual or threatened power shortages.

The pollution study by the Council on Economic Priorities found that of the 124 major fossil-fuel plants — those that burn coal, oil or gas—operated by the 15 utilities in the study, only 45, or 36 per cent, adequately controlled particulate emissions, or soot.

Fifty-seven of the plants—46 per cent of the total—have continued to burn high-sulphur oil or coal, the study reported. The burning of high sulphur content fuels is a major cause of the presence in the air of sulphur dioxide, an irritating gas.

The study also found that 66 of the plants—81 per cent of the group—had no controls at all for emissions of nitrogen oxides, gases that are known to induce emphysema and are the main ingredients of smog.

Only one plant in the study group was absolved of causing any air pollution. It is the Geysers, a geothermal plant owned by the Pacific Gas and Electric Company that uses steam that comes naturally from the ground.

The Council on Economic Priorities, a nonprofit corporation founded in 1970, is financed partly by foundations such as the Rockefeller Family Fund and partly by the sale of its findings.

The council said the study was undertaken to develop information on how the corporations exercised their responsibility to preserve the environment. The information is gathered for consumers, prospective employes, investors and corporate managers.

Pollution and Advertising

In the face of lagging pollution control efforts, the study said, the companies were spending only small amounts of money on research and development to find new ways to solve pollution problems as compared with expenditures on advertising and sales.

"In 1970, advertising and sales expenditures for the 15 companies," the study said, "totaled $126.9-million, 1.9 per cent of their combined gross operating revenues. The 15-company research spending, only a small part of which goes to develop pollution control techniques and more advanced generating methods, totaled $21.4-million in 1970 — one-sixth the amount spent for advertising and sales."

Some of the companies included in the study were sharply critical of the council's study in early replies. Others said they would have to study the 550-page document more carefully.

View Called Dated

The Edison Electric Institute, a New York-based trade association of privately owned power utilities, said in a statement, "The discussion of the research and development interest of the industry indicates that the council has not been following current developments in the industry."

The institute said that plans had been made to increase cooperative research ventures to a level of about $29-million a year

The council study found that the companies' environmental accomplishments varied widely. It singled out three of the 15 companies as the worst air polluters — American Electric Power System, The Southern Company and Commonwealth Edison of Chicago.

American Electric, which sells more power than any other privately owned utility in the country, covers a seven-state area that stretches from Virginia to Michigan. According to the study American Electric's size may "put it in the best position to wreak maximum environmental havoc" with its plants that burn 6 per cent of all the coal burned in the country.

American Electric Power reacted sharply to the council findings. Donald C. Cook, the utility's chairman and president, called the study "a misleading, unscientific, distorted, partly false and highly prejudiced document."

He said that the study completely ignored "the relationship of a plant to its environment" and that it did not take into account "the fact that some companies' plants are located in urban areas, while others (like A.E.P.) are in sparsely settled rural areas."

Alice Tepper Marlin, co-director of the council, said that the study used a common yardstick for all utilities so as not to favor one company over another. The yardstick, she said, was whether the company had done as much as could be done with existing technology to clean up its emissions.

Errors Charged

A spokesman for the Southern Company in Atlanta said it had not completed its study of the council report but that preliminary examinations seemed to show there were "gross errors" in emission statistics. The council said it had double checked its figures with the Federal Power Commission and company officials.

Pollution from Commonwealth Edison, the study said, "may have the greatest impact on health as many of its plants are sited in the heart of downtown Chicago or in neighboring areas."

A spokesman for the Chicago utility said, "We believe the report destroys its own credibility with its many distortions, inaccuracies and misstatements." He said that only three of the utility's 13 plants were in Chicago "and none of them can be construed as being downtown."

New York's Consolidated Edison was singled out for special attention because it has been "living the utility industry's collective nightmare" of trying to produce power in one of the world's most densely populated areas.

But the report said, "In the face of its problems, Con Ed's commitment to R & D [research and development] has been abysmal. In 1970, the company's R&D outlay as a percent of gross revenue came to 1/7th of 1 per cent—tied for 11th place out of 15 companies in the study."

Con Edison, in a replying

343

OVER

statement, said that the council report contained "errors of fact, contradictory statements, insupportable data and erroneous conclusions" and "completely omits any discussion of the economic, environmental social or health benefits of electricity."

The statement, by Robert O. Lehrman, Con Edison's vice president for public affairs, said that a "great deal" of information and data that the company's environmental and technical experts had furnished the council had been "ignored or misunderstood."

In terms of "environmental responsibility" Southern California Edison was ranked at the top of the list of the 15 companies because, the study said, it had done the most to control its emissions.

"Almost on a par," the study said, is Pacific Gas and Electric of San Francisco.

As to the cost of achieving the best possible pollution control that technology could provide today, the study said the 15 companies would have to invest a total of between $1.3-billion and $2.2-billion, the heaviest expenditures being required by the study's three worst polluters.

The Edison Electric Institute's comment on the study said the costs of installing pollution control equipment "are seriously underestimated." The institute gave no figures of its own.

The council has its headquarters in New York at 456 Greenwich Street. The power company study was written by Charles Komanoff, Holly Miller and Sandy Noyes.

n/e/r/a
NATIONAL ECONOMIC RESEARCH ASSOCIATES, INC.
NEW YORK / WASHINGTON / PHILADELPHIA / SEATTLE

TO: Interested Parties

FROM: NERA

RE: *The Price of Power* by the Council on Economic Priorities

DATE: October 10, 1972

You may recall that on June 7, 1972 we circulated a comment on a study entitled, "*The Price of Power*: A Report of the Council on Economic Priorities." Shortly thereafter, a representative of the Council contacted us, indicated some disagreement with our memorandum and asked if we would be interested in seeing their response. The Council also expressed a desire to have their response circulated to those who had received our memorandum.

We have recently received the Council's response and thought that fairness indicated that it be circulated to those who received our critique of their study. Needless to say, we do not agree with all of the Council's points; but you should, we feel, be in a position to reach your own conclusions.

IMS:mmh

The Journal-News

A MEMBER OF THE GANNETT GROUP -- ROCKLAND COUNTY, N.Y., TUESDAY, OCTOBER 31, 1972

Young accuses banks of bias

By DIANA L. HURLEY
Staff Writer

Rockland County banks discriminate in hiring and lending, according to the Black Elected Committeemen and the Black Caucus here.

Charles Young speaking for both groups Monday, supported county Human Rights Executive Director Noel J. MacCarry's request for an investigation of local banks by the Council on Economic Priorities (CEP).

MacCarry made the request after the CEP published a study of commercial banks in six major cities where it said it found a pattern of discrimination.

Based on informal complaints received by the county Human Rights Commission, MacCarry said he would "suspect the CEP would find in Rockland and suburban banks the same patterns of bias and public-be-damned attitudes..."

Young said, "Not only do we consider the hiring and advancement policies of banks here to be discriminatory, but the whole question of whether or not banks are living up to their responsibilities as private corporate enterprises to the general public should be looked into."

Irv Haring, president of the

(Please turn to 7A)

Young accuses banks of bias

(Continued from 1A)

Orange-Rockland Bankers Association and manager of the Goshen Branch of County Trust, said he could not make a statement for all banks.

He said County Trust does hire and promote minority group members and women.

"We have a regular Urban Affairs program and a black person, who was just named a vice president, is in charge of it," Haring said. "Also two women are now heading our two Haverstraw branches," he said.

Haring said there is no policy which discriminates against women or minority groups in terms of mortgage or credit. "It all depends on the individual application," he said.

346

The Atlanta Journal

"COVERS DIXIE LIKE THE DEW"

Friday Evening, November 10, 1972 80 Pages — 4 Sections **** Price 10 Cents

INDUSTRY BONUS ARGUED

Pro, Con Heard On Power Rates

By TOM WALKER
Atlanta Journal Business Editor

Should the industrial customers of Georgia Power Co. get a price break because they buy power in larger volumes than residential users?

That was a question discussed in and out of a Georgia Public Service Commission hearing Thursday as the PSC continued its hearing on Georgia Power's rate increase application.

Charles Kamanoff, a quantitative analyst in the Environmental Protection Administration in New York City, said during a press conference sponsored by an organization opposing the rate increase that industrial customers should pay more for power, proportionately, than residential users.

KAMANOFF, who is also co-author of a book on the pollution programs of power companies, "The Price of Power," said industry used 32.4 per cent of the total electric power produced by Georgia Power in 1971, but paid only 24.5 per cent of the company's revenue. In that year, residential users as a group used 24.2 per cent of the power but accounted for 32.2 per cent of the revenue.

He said, both before the PSC and in the press conference, that the increased rates would be directed more heavily at residential users than industry, and contended that it should be just the reverse.

Kamanoff appeared at a press conference sponsored by the Georgia Power Project, a citizens group and one of the most vocal opponents of a rate increase. At the same press conference, Joe B. Browder of Georgia Power argued that industrial users get a price break, in essence, because they use a greater volume of power. He said most pricing policies are this way on other goods and services.

Georgia Power, he said, believes the rates should be more in line with the cost of the service, and it costs less to serve industrial users than it does to serve an individual residence, and thus the cost to the customer is adjusted accordingly.

BROWDER, vice president of marketing, said placing the burden on industry would hurt the state's economy because it would curtail industrial growth. "If we raise the cost of power to industry, not only would it drive out of the state the high-employment industries, but we wouldn't get any more," the power company spokesman said.

Attorneys for Georgia Power said the company plans to spend $127 million on pollution control in the next three years, countering arguments from opponents that other power companies are doing more to fight pollution than is Georgia Power.

A spokesman for the citizens group, at the press conference, also accused Georgia Power of racial discrimination in its hiring practices. Browder said charges about hiring practices nave "no bearing on our financial position" before the PSC.

Georgia Power has asked the PSC for a rate increase amounting to $47.9 million annually. The hearing on the rate increase before the commission is scheduled to resume Monday.

8-D The Atlanta Journal

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347

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November 17, 1972

Alice Marlin
Council on Economic Priorities
456 Greenwich Street
New York, New York 10013

Dear Alice:

Just a note to let you know that we really appreciated your help in arranging Charles Komanoff to testify at the rate hearings. The Georgia Power Company lawyers were very upset and objected the minute Charlie walked to the stand. The same thing had happened the day before when we examined two officers of the Company whom we had subpoenaed. They were more successful in thwarting a good examination of their officers (personnel and environmental engineer) than in stopping Charlie. I think the Public Service Commissioners were interested in what this crazy looking expert, who was neat and articulate and obviously knew what he was talking about, had to say. Charlie made an excellent presentation, taking the information we had given him in short briefing session and turning into a good weapon against the Company. The other people in the Georgia Power Project who were able to attend the day hearing were impressed. I glad it all worked out. The clips are enclosed.

We're working on contacts with groups in other Southern Company states. One good prospect is the recent interest here of the Georgia AFL-CIO; they want to stop this rate case and are making contacts around the South to find out what other groups are up to in opposing their utilities. We stay in touch.

Take care,

Bob Hall

348

cc: Mrs. Alice Tepper Marlin

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November 30, 1972

Ms. Betsy Lehrfeld
The Council on Economic Priorities
P. O. Box 2210
San Francisco, California 94126

Dear Ms. Lehrfeld:

Thank you for the information you forwarded to me about The Council on Economic Priorities and the impressive press coverage your group has received. I enjoyed the Potlatch luncheon, was pleased to observe the caliber of those who attended, and a little amused at some of the snide asides spoken at my end of the table.

I understand from one of our analysts who attended your luncheon the next day that your people are able merchandisers, since much was made at the second luncheon of the prestigious gent who sold out his American Electric Power. I have no objection to the reference, even though our analyst easily guessed it was me, but I do wonder whether one must pay for virtue. The stock has advanced two points since our sale (I am sure the replacement has done as well).

From an investment viewpoint, I am attracted to the rationale of the Dreyfus Third Century Fund, and after a visit from Howard Stein I have placed a good number of these shares. It makes good sense to me that companies such as Xerox and Levi Strauss, who are "with it" on environmental and social issues, will tend to be the better managed and more profitable corporations. Conversely, managements whose heads are beneath the sand in recognizing important realities beyond their company's current profit and loss reports are less likely to manage well in the long run. Sometime there will be a bill they must pay.

As you can guess, I have a substantial interest in the work you are doing, and at some point I may have an idea about how I might contribute to it.

Early next year I expect to be in New York and hope to have time to call on Mrs. Marlin, to whom we have sent a copy of this letter.

Sincerely,

Albert Haas, Jr.
Senior Vice President

AH:jb

349

Treasury Department checks bank bias

The U. S. Treasury Department has launched an investigation of the employment practices of Rockland County banks.

Laurence Holland, president of the NAACP-Nyack Branch, disclosed today that David Sawyer, director of the Treasury Department's Equal Opportunity Program, had initiated the probe in response to a letter Holland had written in November calling for federal action on charges of discrimination on the part of local banks in hiring, granting of mortgages, and lending practices relating to minority group members and women.

Holland had asked the government agency "to determine whether published reports of bias in banking can be substantiated and, if so, to assist the management of our leading banks in developing affirmative action plans to erase the apparent present effects of past discrimination."

According to Holland, a letter from Sawyer last week reads as follows:

"This office is in receipt of your letter of November 1, 1972.

"Pursuant thereto please be advised that an investigation of your allegations on discrimination in hiring has already been initiated. Upon such time as a survey of our findings is completed, we shall apprise you thereof.

"Those specific allegations regarding the granting of mortgages and lending practices have been referred to the Department of Housing and Urban Development (HUD) inasmuch as it has the purview of such matters relating to home loans."

Holland said he was "encouraged by the relatively quick response from the Treasury Department particularly in view of the published survey by the Council of Economic Priorities (CEP) that Treasury had in the past appeared complacent and lead-footed in taking action against discriminatory complaints against banks."

Holland's request for a Treasury compliance review of area banks to make certain they are living up to the Civil Rights Act of 1964 supported a call by Noel J. MacCarry, Executive Director of the Rockland County Commission on Human Rights, for the CEP to include the County in a nation-wide survey in which that non-profit public interest research group had reported a web of discrimination in commercial banks of six major cities across the county.

MacCarry had predicted that "the CEP would find in Rockland and suburbia the same pattern of bias and public-be-damned attitudes reported in the national survey."

350

Bank quiz opens on job bias

By RICHARD W. JONES
Staff Writer

Responding to a request by the Nyack branch of the NAACP, the U.S. Treasury Department has launched an investigation into bank hiring practices in Rockland.

The request for the probe, by Laurence H. Holland, president of the NAACP branch, escalates a move started earlier this fall by the Rockland County Human Rights Commission.

In October, the commission asked for a survey of employment, promotion, and service practices in suburban banks by the Council of Economic Priorities (CEP), a nationally established research foundation. Last month the commission also asked New York State to investigate the banks.

A previous nationwide CEP survey found discrimination based on age, race, and sex by banks in five major urban areas.

The NAACP asked the Treasury Department specifically to investigate bank policies regarding hiring black personnel and granting mortgages and lending money to blacks and women.

Holland wrote to David Sawyer, director of the treasury's Equal Opportunity Program, asking if the published reports of discrimination in banking could be substantiated and, if so, to assist the management of leading area banks to develop affirmative action programs.

Initial failure

An attempt by the commission itself to study bank employment practices met with initial failure last month when Empire National Bank, the county's largest, reportedly refused to supply employment data on blacks and women.

Empire National spokesmen have refused to comment on the matter.

Noel J. MacCarry, executive director of the county Commission on Human Rights, commended the NAACP branch yesterday for its success in bringing about the Treasury Department probe.

"I hope this inquiry will help throw open the shutters which appear to bar public scrutiny of a bank's social conduct," said MacCarry, who has asked that a Joint Legislative Committee on Industrial and Labor Problems extend its current statewide hearings on sex discrimination to include Rockland financial institutions.

Joining MacCarry and Holland in recent weeks in their appeals for a probe of banks have been Lynne Farrow of the local women's liberation movement, Dr. Charles James of the Council of Black Organizations, and Charles Young, chairman of the Black Elected Committeemen.

351

THE COUNTY OF ROCKLAND

14 SOUTH MAIN STREET
NEW CITY, NEW YORK 10956

COMMISSION ON HUMAN RIGHTS
NOEL J. MacCARRY
EXECUTIVE DIRECTOR

Telephone (914)
638-0500
Ext. 383-384

December 19, 1972

Ms. Alice Marlin
Executive Director
Council on Economic Priorities
456 Greenwich Street
New York, New York 10013

Dear Ms. Marlin:

Thanks for your note of December 12. I am disappointed that CEP will be unable to extend its employment study to include Rockland County banks but of course I know your funding limitations. My being able to shirt-tail on your report as I did resulted in a compliance review by Treasury of all our County banks which is shaking them up. Happily, I am not in need of a mortgage or other loans.

More importantly, the number of blacks appearing in local bank jobs has increased and in the last two months there have been a number of business page items about the first woman being appointed an officer or vice president in several major banks of the area. I hope "Out of the cages and onto the platforms" will become a battle cry of the local women' liberation movement. Empire National Bank has capitulated (see enclosed clips) and I think it was my borrowing of the "robber baron" phrase from your report that did it(although I heard there was a lot of "peer pressure" to cut off the publicity). Hopefully, the NAACP and the women's lib group will keep the heat on.

We have a big Sears complex here in our area, and also Grants. I will be happy to help in your study in whatever way I can. I get into the city occasionally and will try to visit with you in January.

Cordially,

Noel J. MacCarry
Executive Director

P.S. Enclosed clip from last night's local paper which must be a wire service newsfeature follow-up to your report --- addressed squarely to Patman's comment !

Enclosures
NJM/nd

352

AFTER

History:

Project Jonah was organized by Joan McIntyre in 1971 as a special project of Friends of the Earth. A statement (attached) calling for a ten year moratorium was prepared, circulated for signatures, and presented to the 23rd meeting of the IWC (1971) by her as an accredited observer to the Washington meeting.

In Washington and New York in 1971 Joan McIntyre met with Graham Searle, Chairman of Friends of the Earth, Ltd., U.K., and Alain Herve, President of Les Amis de la Terre, and convinced them to focus the attention of their national organizations on the achievement of the moratorium.

Following the IWC meeting it became clear that immediate international action would be necessary to save the whales, and Project Jonah was organized as a separate entity to concentrate exclusively on the problem, and was incorporated as a non-profit deductible corporation in the State of California in April, 1972.

In March, 1972, Joan McIntyre received a personal grant from POINT Foundation of $15,000 and decided to use it to fund the project and organize its international aspects. Meetings with interested individuals were held in Boston, New York, Washington, Amsterdam, Paris, and London in April, May, and early June, 1972.

Attending the Stockholm UN Conference on the Human Environment, contact was made with various interested individuals, many of whom were previously concerned with the cause of the whales. Meetings were held with Walter J. Hickel, Former U.S. Secretary of the Interior, Russell Train, Chairman of the Council for Economic Quality and head of the U.S. delegation to the IWC, Lee Talbot, Scientific Advisor for the CEQ, Pietro Dohrn, Director of the Stazione Zoologica, Naples, the oldest marine biological institute in Europe, Sidney Holt, FAO Committee on Marine Resources, Arthur Bourne, Cetacean Scientist formerly with the IWC, and many others.

Working with and through these individuals Project Jonah organized a mass open air meeting to focus attention on the whale and make it the symbol of the Stockholm Conference. At that meeting Maurice Strong, Chairman of the U.S. Conference, enunciated the theme. The following morning a mass parade and celebration focused further attention on the problem of the whales. The meeting and parade was covered by the world press. Swedish TV, National and International, CBC, BBC, ABC and CBS taped and brodcasted some of the events. McIntyre was interviewed by BBC radio, Swedish TV and radio, and CBC TV, as well as by the Japanese press. The actions outside the Conference coupled with work inside with delegations, resulted in an overwhelming U.N. vote in favor of the moratorium.

Attention of the Japanese press was directed to their own nation's participation in the slaughter, and reported inside Japan.

A letter ~~(attached~~) was delivered to the Head of the Japanese delegation and released to the Japanese press.

Gary Snyder, poet and Japanese scholar, was appointed acting Pacific Basin Representative and left for Japan to organize national support for the moratorium.

We then went to London for the 24th meetings of the International Whaling Commission. Jerry Mander joined the effort and directed a campaign to obtain the interest of the press in the London meetings. We worked in close cooperation with Friends of the Earth, Ltd, and the U.S. delegation to the Commission meetings. Joan McIntyre attended the meetings an an official observer and read and released the attached document to the first Plenary meeting.

Project Jonah had requested in February that the IWC open its meeting to the press, and that request had been denied. The request was remade and a petition circulated among the press calling for admittance.(Attached) The Commission met in closed session and in spite of strong efforts on the part of the U.S. delegation, once again denied the press admittance. However, as a result of this pressure the Chairman, J.L. McHugh, agreed to hold a daily press briefing, which was organized by Project Jonah and attended each day by 15 to 19 members of the press,including Reuters, AP, UPI and the New York Times. Joan McIntyre and Graham Searle appeared on national BBC TV News to explain the plight of the whales. FOE, UK,organized a silent vigil outside the meetings and issued a well documented Whale Campaign Manual detailing English involvement in whaling. (At present England does not whale but is responsible for consuming about 11% of the world catch.)As a result of this unfavorable publicity, a major UK pet foor manufacturer announced publicly that it would no longer use whale meat in its products.

The moratorium was defeated by a vote of 4 yes, (Argentina, Mexico, U.K., U.S.A.) 6 no, (Iceland, Norway, Panama, South Africa, U.S.S.R. & Japan) and 4 abstentions (Canada, Australia, Denmark, France). Quotas were set for the 72-73 season as follows:

Fin Whales: North Pacific, quota 650 (last year's catch 802)
Southern Hemisphere, quota 1950 (last year's catch 2600)

Sei Whales: North Pacific, quota 3000 (20% below last year's catch)
Anarctic, quota 5000 (9% below last year's catch)

Minkie Whales: quota 5000

Sperms: North Pacific, quota 10,000, 6,000 males, 4000 females (8% reduction)
Anaractic, 8,000 males, 5,000 females

It is clear that the national composition of the IWC must be broadened to represent the interests of the non-whaling nations. To begin to catalyze that interest, Joan McIntyre went to Malta to attend the Pacem In Maribus Convocation and raise the question of the whales.

Pacem in Maribus went on record as favoring the ten year moratorium and condemning the IWC for ignoring the interests of the non-whaling nations. A telegram was sent to the final meeting of the IWC expressing this point of view, representing both the will of the convocation and the personal interest of a large number of prominent ocean oriented individuals from many nations. Conversations were held with individuals representing fishery or resource

agencies in Tunesian, India, Egypt, Cyprus and Malta, requesting that these nations apply for admission to the IWC and support the moratorium next year. These individuals were responsive and agreed to take the question up with their governments.

Cooperation and future working relations with the International Ocean Institute (Pacem In Maribus) was achieved, and the Institute will consider the moratorium as a project of the Institute. It will also co-sponsor the International Journal on Marine Mammal Research (organizationally in progress).

Sidney Holt agreed to serve as Scientific Advisor and a member of the Board of Directors. Pietro Dohrn agreed to serve on the Board of Directors.

Caroline Vanderbilt has been hired as a temporary researcher-assistant to work at FAO Rome and develop data on the world market in whale products. She will work under the direction of Sidney Holt.

Immediate plans call for continuing contacts with non-whaling nations and obtaining their membership in the IWC for next year's meetings. In addition we intend to raise the issue of the whales at the next FAO meeting in Vancouver on the basic policy of resource management. Working with governments, we hope the General Assembly of the U.N. will reinforce the Stockholm recommendation on the moratorium.

On December 20th, partly through the efforts of PROJECT JONAH, the Canadian government announced a ban on commercial whaling and the closing of the last 3 commercial whaling stations on the East Coast. PROJECT JONAH has been organized in Canada with author naturalist Farley Mowat as president, a board of advisors which includes several leading Canadian scientists, artists and authors and is now pending legal status.

PROJECT JONAH has received initial funding for 1973 and its principal campaign for the coming year will be an international childrens crusade to save the whales.

~~Memo~~ Point:
from Joan McIntyre

BEFORE

****

Put my money in the bank (a pleasure doing such business) and went off to South eastern Nevada for two weeks. Did a little telephoning and raised $800 for two months groceries for three people doing ecological activist work in Lincoln County. They started working on the problem of BLM chaining thousands of acres of pinon-junipers, got interested in the power plant development of the South West, and are now working actively with the county trying to develop alternative economic systems to power plant growth. Center for Community Change (Ford funded in Wash. D.C.) will probably keep them going - so that's one place where the money expanded. While on the desert looked around, saw animals, plants, people with clear heads and low incomes, and gathered in some space for myself.

Hired a part time secretary in Bolinas and sent letters to all the people who signed the whaling moratorium statement (enclosed) telling them thanks and that we were going to be doing more. (they will be potential sources of influence and possibly money). Found out that Farely Mowat, Canadian naturalist who got wolves protected in the U.S.S.R. - mainly because of the translation and publication of his book Never Cry Wolf (translated as Wolves Don't Cry) has traveled in the U.S.S.R. several times and has good contacts with Soviet conservationists and writers. Mowat signed whaling statement and have written him, will later call, asking for help in organizing Russia. If he can be pursuaded it might be very good to send him to Russia on behalf of whales. Also got whale record and pile of documents and books to Yevteshenko, hoping that he might pick up on it. Am thinking of trying to publish an international collection of whale poems; some already written, some commissioned. Would Point be interested? In contact with Judy Collins who is very interested in helping and willing to work at it. (whale project not book of poems) Got very favorable letter from Paul Brooks of Houghton Mifflin re proposed book called Breaking the Species Barrier. They won't advance to unknown author but editors impressed with outline, ideas, and quality of sample writing. Agreed to write an "instant" paperback book on whales and problems for David Brower to publish under Earth Island ageis (his new international publishing venture). Will probably write book end of summer in Europe.

Point 2.

Agreed to write, with Sydny Wolinski (Public Advocates, Inc.) lawyer an article on the rights of wild animals for one of the influential law reviews. Interested in getting lawyers thinking about extending the concept of rights to animals. All law at present based on idea of animals as property - individual or at best, common.

Talked with people running WESTWARD (a 100' sailing schooner) about the idea of tying up ship in Thames during Whaling Commission meetings this June 21 in London. Hope to put together some caper-demonstration around commission meetings. The most serious problem regarding the Whaling Commission is that they have met as a closed private club (no press, publicity, public allowed) for the last 23 years and simply decide how many whales it would be profitable and convienent to kill. Its vitally necessary that we force open the discussion - try and focus world press on their meetings and deliberations, get reporters admitted to meetings and writing stories. Any thoughts, ideas, insights as to how to accomplish this will be carefully listened to.

Putting together plans for European trip. Will leave West coast first week in April, travel across Canada by RR (hoping to see Farley Mowat and some CBC people in Toronto) - down to NYC to see Judy Collins, Mass. to see Paul Brooks and people with private whaling museum, Wash. D.C., and maybe Fla. to see dolphin people. Then across by freighter to Hamburg and around in France, England, Italy, to organize some European help through Friends of the Earth, then to Greece-Yugoslavia to write instant book then home or send for son and go to U.S.S.R. and Japan. Any people anyone knows that might be helpful, sympathetic, influential along this rough itenary - please let me know. Am also planning to be around Stockholm Conference and will work with whoever wants to put together private alternative scene. I have some co workers in France and England who might also help, so let us communicate.

About the money!
Its more useful than I imagined. The sense of having some kind of a base gives calmness. The openness of it gives constant interior evaluations and reevaluations. Having a budget or writing a proposal and following it like roadsigns can be a form of cop out or evasion. Not then necessary to evaluate what is going on or wether it is successful because one is sticking to prearrangement and therefore by definition acting responsibly. I think money like this can be handled by people who've had some background in self-motivation (gulp!) - and lots of experience going over their own work in their own minds. The desire to spent it profitably (getting the most

Point 3.

for it) and yet elegantly - is a fascinating human problem. It causes a contant contact with points of value - what is believed and not believed in. But no question that the existence of the money itself provides a kind of affermation. And it works in the world too - people think that if other people think you are valuable, worthy, then you must be - trusting the judgements of others they trust you. I think probably this will wear off somewhat as I get used to it and therefore the most profitable time to make contacts, try and raise more more, move things, is at the beginning of the grant period. That the later months will probably be better spent putting my inside house in order and making sense (or nonsense) of the experience, my relation to it, what was <u>really</u> accomplished (other than enriching Ma Bell), and how to incorporate it into my life rather than have it stick out like a fortuitous pimple. Anyway folks, thank you for the money and if you can help with ideas, people, re the above, please get in touch.

love,

Joan

25 Quai Voltaire
Paris 7e France

Project Jonah

Box 476, Bolinas
94924 U.S.A.

INTERNATIONAL PROGRAM: 1973

A CHILDREN'S CAMPAIGN TO SAVE THE WHALES: Letters, stories, poems and drawings done by children throughout Western Europe, Canada and the U.S. are being solicited and gathered for presentation to the next meeting of the International Whaling Commission. Should the Commission again reject the ten year moratorium recommendation, an international delegation of children will seek an audience with the Emperor Hirohito of Japan and Premier Kosygin of the U.S.S.R. to plead for their intercession on behalf of the whales.

We are also encouraging adults to write directly to Kosygin and Hirohito expressing their concern over Russia and Japan's continuing whaling and asking that the ten year moratorium be adopted.

Additional efforts will include:

1. A survey of existing Cetacean research; scope, amount of funding, funding agencies, etc. as preparation for a series of proposals aimed at widening research on Cetaceans to include work with free-living wild whales and dolphins.

2. Continuing the organization of national branches of the project. Organizations or representatives are now active in France, Canada, Malta, Italy, the U.K., and the U.S. We are assembling an international advisory council of scientists which will consider the publication of an international journal on Cetacean research.

3. The publication of recent data concerning the whale products market; uses, brand names, producers, trade routes, and related industries.

4. A newspaper advertising campaign to educate the public as to the plight of the whales and provide guidance for effective action.

****

Partly through the efforts of Project JONAH, Canada announced a ban on commercial whaling in December. Continuing our efforts there, we hope to achieve Canada's national support of the moratorium by the June Whaling Commission meetings.

BOARD OF DIRECTORS

Joan McIntyre, *President;* Jerry Mander, *Vice President;* Rubin Glickman, *Secretary;* Sidney Holt, *Scientific Advisor;* Peter Dohrn, *Mediterranean Coordinator;* Alain Herve, *European Coordinator;* and Candice Bergen, Judy Collins, Francis A. Martin, Jr., James W. Moorman, Farley Mowat.

history: project jonah

Project Jonah was organized by Joan McIntyre in 1971 as a special project of Friends of the Earth. A statement calling for a ten year moratorium on all commercial whaling was prepared, circulated for signatures, and presented by her to the 23rd meeting of the International Whaling Commission. At that time, she met with Graham Searle, Chairman of Friends of the Earth, Ltd., U.K., and Alain Herve, President of Les Amis de la Terre, France, and convinced them to focus the attention of their national organizations on the achievement of the moratorium.

Following the IWC meeting it became clear that immediate international action would be necessary to save the whales, and Project Jonah was organized as a separate entity to concentrate exclusively on the problem, and was incorporated as a non-profit tax-exempt foundation in the State of California in April, 1972.

In March, 1972, Joan McIntyre received a personal grant from Point Foundation of $15,000, and used it to fund the project and organize its international aspects. Meetings were held in Boston, New York, Washington, Amsterdam, Paris, and London to expand international interest and support.

During the Stockholm U. N. Conference on the Human Environment, contact was made with many interested individuals. Meetings were held with Walter J. Hickel (Former U.S. Secretary of the Interior), Russell Train (Chairman of the Council for Economic Quality), Lee Talbot (Scientific Advisor for CEQ), Pietro Dohrn (Director of the Stazione Zoologica, Naples), Sidney Holt (FAO Committee on Marine Resources), Arthur Bourne (Cetacean scientist), and many others.

Working with and through these individuals, Project Jonah organized a mass open air meeting to focus attention on the whale. At that meeting Maurice Strong, Chairman of the U.N. Conference, proclaimed the whale its unofficial symbol. The following morning a parade focused further attention on the problem of the whales. The meeting and parade was covered by the world press, and actions outside the Conference coupled with work inside with delegations, resulted in an overwhelming U.N. vote in favor of the moratorium on whaling.

We then went to London for the 24th meetings of the International Whaling Commission. We worked in close cooperation with Friends of the Earth, Ltd., and the U.S. delegation to the Commission meetings. Joan McIntyre attended the meetings as an official observer. Jerry Mander directed a campaign to obtain the interest of the press in the London meetings. Project Jonah had requested that the IWC open its meetings to the press, and a petition was circulated among the press calling for admittance. As a result of this pressure the Chairman, J. L. McHugh agreed to hold a daily press briefing, which was organized by Project Jonah and attended each day by 15 to 19 members of the world press. Joan McIntyre and Graham Searle appeared on national BBC TV News to explain the plight of the whales. FOE, UK, organized a silent vigil outside the meetings and issued a well documented Whale Campaign Manual detailing English involvement in whaling. (At present England does not whale, but is responsible for consuming about 11% of the world catch.) *As a result of this unfavorable publicity, a major UK pet food manufacturer announced publicly that it would no longer use whale meat in its products.*

Joan McIntyre then went to Malta to attend the Pacem in Maribus Convocation. Pacem in Maribus went on record as favoring the ten year moratorium, and condemning the IWC for ignoring the interests of the non-whaling nations. Conversations were held with individuals representing fishery or resource agencies in Tunisia, India, Egypt, Cyprus, and Malta, requesting that these nations apply for admission to the IWC and support the moratorium next year. These individuals were responsive and agreed to take the question up with their governments.

Cooperation and future working relations with the International Ocean Institute (Pacem in Maribus) was achieved, and it will consider the moratorium as a project of the Institute. It will also co-sponsor an International Journal on Marine Mammal Research.

In October, a statement calling upon member nations of the General Assembly of the United Nations to support the Stockholm recommendation for the whaling moratorium was sent to the heads of all U.N. delegations, along with a copy of the *Songs of the Humpback Whale*, provided by Capitol Records.

Research is now being done in Europe and the U.S. to develop more data on the world products market, and on the three principal Japanese whaling companies.

Newspaper ads informing the public of the general problem, soliciting assistance, and directing appropriate international action are in preparation.

project JONAH

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Board of Directors
Joan McIntyre, *President*
Alain Hervé, *European Coordinator*
Candice Bergen
Judy Collins
Rubin Glickman
Jerry Mander
James Moorman

17 October 1972
Contact: Diana Shugart
(415) 989 - 3637

FOR IMMEDIATE RELEASE:

UNITED NATIONS SUPPORT OF WHALING MORATORIUM SOUGHT

The attached statement was delivered to the heads of all delegations to the United Nations in an effort to secure U.N. aid in saving the world's whales. The U.N. General Assembly meets this week to discuss and approve recommendations stemming out of last June's Stockholm Conference on the Human Environment.

Commenting on the necessity of going directly to the heads of governmental delegations, Joan McIntyre, President of Project JONAH, an international society devoted to saving the whales said:

"We consider the whales themselves a nation. We are not dealing with nameless faceless hunks of meat and oil - raw material for trivial products - but with very highly evolved intelligent creatures of the sea. It is time that they are represented in deliberations affecting their ultimate survival."

Ms. McIntyre went on to say: "If the U.N. can save the whales, and establish the organizational form necessary to do so, it can demonstrate its potency in dealing with the more complex problems facing humanity. If it cannot, we consider the chances for survival poor indeed."

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Project Jonah

Box 476, Bolinas
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Turning magnificent, intelligent, ecologically critical animals into shoe polish, car wax, margarine and lubricating oil may be the ultimate nonsense of the modern world.

THIS week the General Assembly meets to discuss its approval of the recommendations made by the Stockholm Conference on the Human Environment. One of those recommendations, and the one which reflected most clearly its united spirit and hopes, called for "as a matter of urgency . . . an international agreement, under the auspices of the International Whaling Commission for a ten year moratorium on commercial whaling."

Two weeks later the International Whaling Commission, acting only in the interests of nine whaling nations, refused to accept the U.N.'s recommendation and defeated the proposed moratorium.

It has become clear that the care and protection of the world's oceans cannot be left solely to those nations and industries that stand to profit by their short term exploitation and destruction. Just as it is one planet, it is one ocean, and the hopes of humanity turn more and more to the seas to provide us with both spirit and subsistence. To destroy the mightiest of the sea's creatures, and the most intelligent, for the trivial products of a relatively minor industry is neither good economics nor good diplomacy.

There are cheap and available substitutes for all uses of whale products. Human consumption of whale meat is declining, but the killing of dolphins and whales for pet food, cosmetics and fertilizer increases. The industry is comparatively minor, realizing about $150 million a year world-wide. Profits are declining and many nations have withdrawn from whaling because it is no longer profitable. If present practices continue the whales will vanish in ten to twenty years and the industry will then have to shut down.

We are just beginning to learn, from neurophysiologists, anatomists, bio-acoustitians, and ethologists, of the amazing intelligence and capabilities of whales and dolphins. It would be criminal if, on the threshold of this knowledge, we were to stand by as passive observers to their extinction.

Here is a copy of the *Songs of the Humpbacked Whale*. Please listen to their clear voice and the clear needs of the future. Support and demand a ten year moratorium on the commercial hunting of *all* cetacean species. In saving the whales the United Nations can create a model for humanity.

Joan McIntyre
President, PROJECT JONAH

La transformation d'animaux magnifiques, intelligents, écologiquement essentiels en cire, en vernis, en margarine et en huile lubrifiant est sans doute l'ultime folie du monde moderne.

LE Assemblée Générale des Nation Unies se réunit cette semaine pour discuter les recommandations présentées par la Conférence sur l'Environnement Humain à Stockholm. Une de ces recommandations, c'est celle qui reflète le plus clairement l'esprit et l'espoir commun de la Conférence, demande "un accord international de grande urgence, sous les auspices de la Commission Internationale Baleinière, en faveur d'un moratoire de dix ans sur la pêche commerciale des baleines."

Deux semaines plus tard, la Commission Internationale Baleinière, ne représentant que neuf nations baleinières, refusa d'accepter la recommandation des Nations Unies et le Moratoire qui avait été proposé.

Il est donc évident qu'on ne peut plus confier la protection des océans de la terre aux nations et aux industries qui sont en position de profiter de leur exploitation à courte durée et de la destruction. Comme il s'agit d'une seule planète, il s'agit de même d'un seul Océan: L'espoir de l'humanité gît de plus en plus dans les mers, pour notre nourriture spirituelle et substantielle. La destruction des créatures maritimes les plus puissantes et le plus intelligentes pour des produits triviaux d'une industrie plutôt mineure n'est ni bonne économie, ni bonne diplomatie.

Il existe des substituts bon marché pour tous les usages des produits baleiniers. La consommation humaine de la viande des baleines diminue, tandis que la destruction des baleines et des dauphins pour la nourriture d'animaux domestiques, produits cosmetiques et engrais accroît. L'industrie est relativement peu importante, ne représentant qu'environ $150 millions pour la terre entière. Les profits diminuent et beaucoup de nations se sont retirées de la pêche aux baleines puisque ce n'est plus une entreprise profitable. Si les conditions présentes continuent, les baleines disparaîtront dans dix ou vingt ans et, à ce moment là, l'industrie sera obligée de se fermer de toutes façons.

Nous commençons à peine à être renseignés par les neurophysiologues, par les anatomistes, par les bio-acousticiens et par les ethologues sur l'intelligence et les capacités extaordinaires des baleines et des dauphins. Il serait criminel si, au seuil de ces découvertes, nous restions comme observateurs passifs de leur extinction.

Ci-inclus est le disque des *Chansons de la Baleine Bossue*. Ecoutez, s.v.p., leurs voix claires—et la voix claire du futur—et soutenez et demandez un moratoire de dix ans contre la pêche commerciale de toutes les espèces de cétacés. En sauvant les baleines les Nations Unies ont l'occasion de créer un modèle pour l'humanité.

Joan McIntyre, *Président*, PROJECT JONAH

'We keep destroying the mightiest of the sea's creatures for trivial uses'

Joan And The Whale

By Susan Berman...

WHEN JOAN McINTYRE walked into Golden Gate Park's Steinhart Aquarium, two dolphins and three harbor seals rushed to the side of their tank to greet her. She bent down, talked to them, smiled at them and swung her necklace around for their enjoyment.

The mammals seemed to sense that she has their best interests at heart, and indeed, she does.

The energetic Joan, formerly the special projects coordinator of Friends of the Earth and responsible for that highly publicized campaign to get women to stop wearing fur coats, has now taken up the cause of whales and dolphins.

In her no-holds barred, anything-is-possible way, she founded Project Jonah with money she received from the Point Foundation (established to disperse profits from Stewart Brand's "Whole Earth Catalogue"). Project Jonah seeks to prevent the commercial extinction of whales and dolphins and to encourage live observational research in their wild habitat.

★ ★ ★

"We must save our whales," says the bouyant resident of Bolinas who took her ideas to the Stockholm Conference on the Human Environment and convinced the United States to support a 10-year moratorium on the killing of the whales. She also convinced Maurice Strong, chairman of the conference, to make the whale the symbol of the conference.

killed? We take these beautiful creatures and make pet food, cosmetics and fertilizer. This industry is comparatively minor, and realizes only about $150 million a year worldwide. But if we keep destroying the mightiest of the sea's creatures for these trivial uses, all of which there are available subsstitutes, the whales will vanish in 10 to 20 years."

Joan McIntyre pulls out a voluminous bundle of articles from a giant purse. She has researched and written on every aspect of the whale problem.

"I recently attended the International Whaling Commission meeting which refused to accept the UN's recommendation on the whaling moratorium. It just seems like such a shame for us to be passive observers to the whale's extinction now when scientists are finding out so much about the amazing intelligence and capabilities of whales and dolphins," she said.

Joan isn't the garden variety of pet nut with stuffed whales in her kitchen. In fact, she has no pets at all. The only other occupant of her home is her 11 year old son. She got interested in ecology and conservation at UC Berkeley where she got a degree in anthropology. She then went on to become director of the ecology pro-

"Whales are the most mystical, gentle, beautiful creatures in the world," says Joan, wearing a dolphin ring and a silver necklace of fish symbols that she traded for her old sportscar ("It seemed like such a nomadic thing to do. I had to make the trade," she says.) Her lunch at Enrico's went uneaten, she couldn't stop talking whales.

"Whales sing, play, court, love and nurse each other – whatever that ancient special chemistry of change that produced them will never be duplicated in the lifetime of the planet.

"And do you know that every 12 minutes a whale is

365

PROJECT Jonah is Joan McIntyre's crusade.

gramming at the Pacifica radio stations.

"It's odd that I'm so interested in natural life, coming from Los Angeles," says Joan, whose vivacity is a little staggering. In her recent five months in Europe, she managed to go to every meeting having anything even remotely to do with whales, and met almost every authority of the subject.

"I just have a very low tolerance for boredom, I guess," she says smiling.

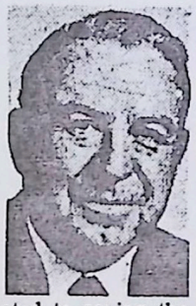
"You know, I went over and came back on a Norwegian tanker. I was the only passenger and it was free, and I fantasized that I was having a love affair with the captain, and that I was a queen.

"Suddenly I realized that if I really wanted to be a queen, I would just have to figure out the logical, rational steps, and do them. I have this vision that anything is possible if you set your mind to it. I think it's a California trait."

Harold Martin

Project to Save the Whale

While I am still in this ecological mood I might as well press on to say a good word for the humpbacked whale. Along with the wolf, the eagle, the alligator and the Nubian ibex, the whale has fallen upon evil days and is as sorely in need of friends as any endangered species I know.



Fortunately, in Paris, France, at 25 Quai Voltaire, and in Bolinas, California, at Box 476, a project called JONAH, an international organization dedicated to saving the whale, is now in action. It is headed by Joan McIntyre as president, with a distinguished board of directors which includes Candice Bergen. Its purpose is to represent the whale in the councils of the United Nations, on the theory, Ms. McIntyre says, that the whales themselves represent a nation. "We are not dealing with nameless, faceless chunks of meat and oil—raw material for trivial products, she says,—but with highly evolved intelligent creatures of the sea. And it is time that they were represented in deliberations effecting their ultimate survival."

(Mrs. McIntyre does not say so, but scientists in various disciplines, studying the thought processes of the whale as well as his bodily functions — he is a warm blooded mammal like ourselves — are inclined more and more to the theory that man and the whale, and the dolphin and the porpoise all, may have had a common ancestor back in the days of the earth's beginning. They are our cousins who preferred the soothing coolness of the waters to the storm and volcano-racked dry land.)

Her point — that leviathan's bones, sinews, and body fats are used for the manufacture of relatively trivial products — is soundly based on fact. Whale oil lighted the lamps of the world before the discovery of fossil oils, but it is now used to make car wax, shoe polish, margarine and cosmetics. His blubber, once rendered of its oil, is used for fertilizer, and the red meat is converted into pet food. The whole industry, around the world, does not amount to more than 150 million dollars, and it is declining year by year, and in 20 years the great floating whale oil factories will have disappeared from the sea for there will be no more whales to catch.

This was what the Stockholm conference on the Human Environment was trying to prevent last summer when it urged that the International Whaling Commission, which represents the nations which still have a whaling industry, call for a ten year moratorium on commercial whaling. The Commission declined.

So Moby Dick is still in danger and the JONAH group is turning to the UN for help.

"The care and protection of the world's seas cannot be left solely to those nations which stand to profit by their short term exploitation and distribution," says Ms. McIntyre. "Just as it is one planet, it is one ocean, and the hopes of humanity turn more and more to the seas to provide us with both spirit and subsistence. To destroy the mightiest of the seas creatures — and the most intelligent — for the trivial products of a relatively minor industry is neither good economics nor good diplomacy.

Those who wish to say "Amen" to that [redacted] may do so by getting in touch with Diana Shugart, of JONAH, at Box 476 Bolinas, Calif. 94924

The Atlanta Constitution 366

Project Jonah will give Canadians chance to get to know whales

By LYDIA DOTTO

Canadians who have an urge to drop in on a whale for a visit will get their chance next year.

A meet-the-whale project is part of the public education program of Project Jonah, an international non-profit organization, dedicated to the protection and increased understanding of whales.

The formation of a Canadian branch of the organization was announced yesterday at the Ontario Science Centre by author Farley Mowat, the Canadian president.

The announcement came hard on the heels of that made in Newfoundland by federal Environment Minister Jack Davis imposing a moratorium on whaling in Canadian waters.

"We want to make people aware that we share this planet with another form of life which may conceivably be our peer," Mr. Mowat said.

Dr. Peter Beamish, a scientist studying sounds made by whales for three years, said they are very sophisticated sound-using animals, but very little is known about them, compared with land animals.

Project Jonah is being supported by a number of Canadian scientists and artists.

The group has three aims:

—The conservation of whales, some species of which are believed to be in danger of extinction. They intend to push for a 10-year international moratorium on all whaling.

—Scientific research on the whale in its natural environ- are the other two goals.

—Whale-viewing cruises and charter tours on both the West Coast and the Gulf of St. Lawrence are planned for this summer.

Mr. Mowat also announced that the specific project for next year will be a children's crusade for whales.

The children will be asked to write letters to the leaders of Japan and the USSR, the two major whaling nations in the world.

Some of these children will be chosen to accompany the letters in June to the London meeting of the International Whaling Commission to plead the cause of the whale, if they are permitted to.

whales have a relatively large brain and an intricate social system. They are the biggest animals that have ever lived on earth, including the dinosaurs, but little is known about their habits, migration, night-time activities, and the like.

"Before us lies an extremely interesting area for scientific development," Dr. Beamish said.

"We know only a mere fraction of what there is to be known about whales. We could find they're fantastically intelligent. They could have qualities important for man to understand, like ESP. "We don't know."

THE GLOBE AND MAIL, THURSDAY, DEC. 21, 1972 W3

The VANCOUVER SUN: Thur., Dec. 21, 1972 ★★★

Mowat lauds ban on whale hunting

ST. JOHN'S, Nfld. (CP) — Environment Minister Jack Davis has banned whaling on the East Coast by Canadian ships.

He told a news conference Wednesday the number of whales in each category are in the few thousands and should be two or three times as high to maintain a maximum sustainable yield.

Farley Mowat told a Toronto news conference the move was "the best damn Christmas present I can think of."

"Not for us — but for the last great lords of the ocean — the whales."

Mowat, author of A Whale for the Killing, based on the fate of a whale which died in 1967 after being stranded in a salt-water pond in Newfoundland and used for target practice by local people, called the ban just a beginning.

But the president of Atlantic Whaling Co. of Williamsport, Nfld. wasn't so happy.

Denis Munroe said the company was disappointed by the decision which will eliminate about 200 jobs in Newfoundland and Nova Scotia.

"We have trust that the federal government will treat the industry fairly and will compensate the workers," he said.

Officials of the environment department will discuss the matter of compensation to whalers and ship owners, Davis said.

He suggested some of the fast whale-catching ships could be chartered as fisheries patrol vessels.

Mr. Mowat said he believes children will have a better chance of succeeding in this than adults would.

He added that if a 10-year moratorium is voted by the whaling commission, he expects Russia and Japan will opt out. If this happens, half of the group of children will carry their cause to Tokyo and the other half to Moscow.

Last year, the commission voted 6 to 5 against the moratorium. Canada abstained.

He said project Jonah will actively press the Canadian Government to support the moratorium. The group also hopes to have Canada formally recognize several species of whale as endangered species and to bring about a ban of the import and export of whale products.

One of the major aims is to abolish the practice of confining whales in aquariums or zoos where the cramped space is often fatal to the animals.

Instead, the project would like to see bays of inlets closed off for limited periods of time so the public could observe the animals under conditions which are more natural.

The group would also like to see the establishment of open-sea parks.

Project Johah intends to finance and initiate study voyages for scientists and artists, probably in the Gulf of St. Lawrence and off Newfoundland and to establish a whale study fund to provide scientific grants.

The group hopes to raise money from interested individuals and government grants.

Dr. Beamish said that

367

25 Quai Voltaire
Paris 7e France

Project Jonah

Box 476, Bolinas
94924 U.S.A.

January 10, 1973

Mike Phillips
Glide Foundation
330 Ellis
San Francisco, Calif. 94102

Dear Mike,

Enclosed is a bit of stuff on Project JONAH that might be of interest. You should be pleased to hear that your grant bought 1200 to 1800 fin and sei whales' lives (the Canadian quota) for next year and maybe forever! That's maybe $100 a whale.

Thanks & Love,

Joan

Joan

368

BOARD OF DIRECTORS

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Salons to save the world. Stephanie Mills

The first salon I held was attended by Don Fabun, the editor of the Kaiser News, a corporate publication which has been subverted by Fabun into an interesting source of futures information; Tim Campbell, recently of the World Bank, who has been doing ecological studies for their development projects; Remy Valido, a director of the Oceanic Society; Pete Zars, a longtime Sierra Club actvist, and Fabun's wife Gladys. Tim and Remy compared notes on UNCHE and Pacem in Maribus, Fabun and Tim discussed the planning staff of the world bank. Over dinner (chicken Bouilla baise, artichokes, spinach salad, fresh fruit) Fabun went around the table asking each of us what kind of future we wanted. Remy wanted a future society and lifestyle like that of the dolphins. Gladys and Tim wanted a peaceful cooperative society. I hoped for a half billion total world population for a starting advantage. Pete felt we would have to detach ourselves from crude processes like photosynthesis and respiration. Fabun signed off that episode of the discussion by asking us why we bothered to care. Over brandy, we discussed the world warping possibilities of freely available power as promised by fast breeder reactors. None of these people had ever met before. I hope to bring Fabun and Remy together again as they seem to have fantastic/realistic images of possible futures for the globe.

The next salon was a ladies luncheon. I confess as slight prejudice in favor of my own sex. This afternoon was beautiful with a sunny pitch of interest and animation. To it I invited Shirley Radl, executive director of The National Organization of Non Parents, former executive director of ZPG; Leah Potts, currently studying psychotherapy at Mt. Zion hospital, and formerly organizer of Alameda county Planned Parenthood's Pregnancy counselling program;

Loris Ahmed, former downstairs neighbor and currently on the governing board of the University child care center in Berkeley, Diana Shugart, interested in the family point agent, and Merrill Provence, lecturer in philosophy at Mills college. The discussion covered subjects like adultery, grandmothers who had absconded to New Orleans in the aftermath of family fights, Est seminars in the development of human potential, and the meaning of transferrence in analysis. None of these ladies had ever met each other, and all of them have since reported to me their intentions to continue their acquantance and visit the sites of each other's projects. The menu consisted of hommade mushroom soup, salade nicoise and apple clafoutis, all from Mastering the art of french cooking, plus assorted cheeses and champagne. I tell you as I told them--nothing is too good for women.

The most recent salon focussed on the subject of morality and image making. To it I invited Chuck Gompertz, communicator for Marin Genral Hospital's community Mental Health Center and his recently acquired Sony Porta Pak; Kathy O'brien, Chuck's lady; Stewart Brand (you know Stewart. a nice man) Sara Wingfield childhood friend and great helper, and Paul Kaufman, director of the National Center for experiments in televison, a Ford-funded video atelier in San Fransisco. During the Hors dóeuvres, Chuck showed us a tape of a music in motion session with a group of variously retarded children. He told us that when he had shown the tape to the kids, they were overjoyed. Over dinner (chicken curry with limes, ten condimentts, romaine salad) we discussed the funding of public television, Plato's shadows on the cave wall as compared to our present use of media, and the sequence and pacing of the content of commercial televison. After dinner, Stewart showed us his slide and tape show War:God. We sat in a stunned silence of a while and our conversation resumed while we talked about the decentralizing potentials

of cable television form and content, and once again, commercials. A good time was had by all. Once again none of these people had met before except Stewart and Sarah. Since then a couple of the guests have given me positive feedback. I would like to reconvene this group later to see what kinds of ideas would come after the initial shyness with each other vanished.

Insofar as applying this concept in other cities goes: all I can tell you is to find a person who offers to do it, can cook, and hostess, not get mad at people who come into the kitches to kvetch about other guests, has a nice comfortable place to work in is reasonably well read, able to charm sometimes, cut the crap others, and who is fairly well connected in the community. (You decide what the community is. Mine extends coat to coast, thanks to the jet age) Your other salon keepers should also have a sense

~~Emanymindxmixmesxmixnearmxmixmixnxnonxmay~~

of composition, of mixing people. Huey has asked me to justify this concept in ~~scholarly~~ scholarly terms. I believe I did that in my proposal. Insofar as my telling you why to fund this proposal over any other--well, far be it for me to prefer my project on any grounds but self interest. That's your best guarantee of performance. I believe such gatherings are important since they bring together people who might not meet, in as comfortable a setting as possible, and that were just as likely to get survival ideas serendipitously as under the gun. So far, I've loved doing them, seeing my friends ~~together~~ together, and they seem to have picked up and carried that enjoyment.

FRED MOORE
February 28, 1972

To Dick and Point Agents,

Where am I? I don't know. I'm confused -- the past several weeks I've been more confused than I have been in a long time. I guess what I'm writing is going to be about my relationship to Point, what I've been thinking, where I see myself headed next. I'm going to share my confusion with you.

Since January 20th I feel I've been going in a hundred directions at once (more than usual) at an accelerated speed. I've also tried to become much more orderly and methodical -- but I'm not comfortable with that. Orderliness, following a plan, a routine or schedule has not been my strong point or contribution in the past and I don't see myself doing very well in that regard now. I tend to live more organically and spontaneously than mechanically.

No, let me put it bluntly. I'm a wild man, divisive, given to go off on tangents, swing to extremes, unpredictable, a troublemaker most likely. Selecting me as an agent was a mistake, an error -- possibly a valuable one -- can't tell about that yet, but don't count on it. I am error. My value to Point, if anything, will probably be a negative one. I have no loyalty to Point. Yet I feel a friendship and respect for each of you. That friendship is very valuable to me and I want it to continue. I've gotten to know some of you personally and would like to get to know all agents on a more intimate human basis -- that has to be mutual though, so I'm not pushing that.

I know that trying to write my thoughts will probably lead to misunderstanding, because it is very hard to say what I mean. I'm not sure myself, yet this is an attempt.

I'm 90% certain that the money will not help me do what I am trying to do. What I'm trying to do is not even clear, as I indicated January 20th, but it has to do with new values: giving, sharing, caring, trusting, loving, etc., values that cannot be bought with money. Dig it? See the paradox?

I see that if someone is doing some good for humanity, and he or she is struggling along, barely surviving, etc., that a gift of money may be the best way to ruin what he or she is doing. Is there an exchange value for a better world? Like we are kidding ourselves if we think that putting enough money in the right places, the world can be made better or that the survival of the human species can be ensured. I see that the use of money promotes MONEY itself as being important. As an agent if I do anything that significantly helps mankind, what

will be the message? People will think, "yeah, that was only possible because he had money." The medium becomes the message.

Now, what can money do? Among other things, it can be used to set up institutions -- in the broad or narrow sense. But I'm not interested in setting up institutions. I see institutions, "good" or "bad", as being the problem. The values I'm working for cannot be institutionalized -- when they are they become perverted -- become the opposite of what is intended. (e.g. religions) Same with technology and tools. Tools promote tools -- meaning when we use tools they use us as well -- and our life and behavior is changed in the process. Possessions possess us as much as we them (probably more so, because we are unaware of it).

Money, among other things, is power. And having it -- it has you, too. Everyone has heard that "power corrupts", etc., but many pretend that it won't happen to them. For myself, I'm interested in watching my own corruption. Let's learn from it, if we can.

Accounting -- a partial protection from the power of money -- but it means playing by money rules -- living in that world -- just the time alone requires one to adapt a money consciousness. But I don't want to think in those terms of measurement. So I'll probably not do much money accounting. I'd rather try to keep an account (notebook-journal) of my time and the values that I feel are important. If I could figure out how to waste the money I hope I would have the guts to do that -- understand what I'm saying. Spending the money doesn't get rid of it. Burning it, only means that the value of all other money is increased by that percent; if you wanted to give money to everyone in the world who had some, burn some money. Of course, those who had more (the rich and the government) would receive the greater share. Maybe the best way for me to waste money is to fritter it away. What am I up to? I could put it this way: I want to wreck the money economy. The money economy sustains scarcity and the inequal distribution of goods. All the evidence I've come across and my own experience tells me that money is not compatible with the values that concern me.

I was impressed by my recent hike in Big Sur that Nature does not use a medium of exchange. I don't want to generalize on my observations because I don't feel I understand nature in its complexity. But I intuitively feel the answer is there in uncivilized natural environments.

I said that I'm 90% certain money won't help me in promoting those values, but there is a 10% chance that money can be used to show how it is in conflict with those values and paradoxically thereby help us in understanding these new values.

More Loose Notes

Jan. 21-- I do some of my best thinking at odd hours (computer programers have noticed this also, in some cases). I may carry around in my head, in the back of my mind so to speak, certain questions, problems, like puzzles with pieces left out. Later I'll "come back" to a particular question or idea and think about it in a new way or come at it from another angle. I may vary the significance attached to some part of the question, or turn the question around, or in on itself, or follow some bizarre line of reasoning (or nonsense) out to an extreme limit mentally or focus on a small detail as perhaps having a key, or go through a process of differentation and then integration. Other events or idea will often interfere with one that I may be concentrating on-- no matter, I may relate the two ideas or jump to the one that fancies me the most, and the churning process continues.

This mental activity is not a precise endeavor, not goal oriented. It is more an appreciation of the game than an attempt to win. I would say it is work tho because when this happens at night (which is the usual odd hour) I may lie awake hours and be unable to sleep because my mind keeps thinking and thinking and thinking. It will give me no peace. When I come up with something that seems to "fit" or be a clue or important to remember, I usually have to get up and get my notebook and write it down or draw it or do something to "take it off" my mind because if I don't my mind continues to recycle the thought and won't let me sleep.

Writing it down is exciting and I sometimes feel at 3 a.m., "Wow, I've really got something here." But the next day in the clear light of day I read back my notes and the idea I wrote down may just be trivia, or plainly erroneous, or may be a fine point after all.

For example this morning around 4 a.m. and on to when it got light outside I was awake and thinking in bed. Mostly about the whole of yesterday. But then I found myself reflecting on the concept of "foundations," "giving," "money," and such. Three ideas seemed important enough to write down.

1. (This I'd mentioned the night before) Agent selects new agent. After a period of time, new agent selects his or her new agent. In other words, the original board has the initial input and besides being an agent themselves they sponser another agent (we have done that much), after a time (a year maybe), the original board is phased out and their agents have option of being the new board and each then selects a new agent. On and on. Variations on this "expanding" idea are possible. What it means is that <u>control</u> is passed and the foundation goes thru a rebirth each year. Possible wide fluctuation in results-- extremely good or extremely bad. Puts tremendous weight on initial selections. Diversity of the six after <u>n</u> generations could be quite wide. Essentially the idea is one of using your best judgement to select a person with better judgement who then does the same.

2. Trust building (small idea), One Hand Clapping: Group divides into couples facing each other standing about handshaking distance apart. Then each person swings right hand, gently at first, so it meets the right hand of the other person. Repeat until timing, coordination and force of swing causes clapping sound on impact of hands.

3. Counter-currency idea: When most exchanges of items for money are made the person who buys passes money to the seller. What about reversing that process? So that the seller passes money to the buyer. When someone buys an item, he receives the cash price of the item. Instead of paying for it, he is paid for it. Obviously this is nonsense, but not completely (think of Green Stamps). What if the item is also money? Here is a method of disestablishing money.

Suppose in a certain self-sufficient community of counter-culture freaks, the people want to stop using Uncle Sam's bloody bread. So they form their own counter-bank or energy storage union and issue their own Energy Tool of Credit. The problem is how to switch from U.S. legal tender to the Energy Tool of Credit.

The U.S. government doesn't recognize the sovereignty of this community and will not accept ETCs for dollars. Therefore the counter-bank has to "buy" up all the dollars in the community with ETCs. Then after a certain period of time (announced in advance), all dollars are declared worthless--meaning worth only death--and the counter-bank publicly burns all the dollars it has received. Of course, absorbing the loss or gain, depending on how you look at it. From then on in this community no freak will accept dollars in payment for goods or services. All business is done on the basis of giving ETCs.

Some questions:

What is the meaning of money?
What is the meaning of ownership?
What is wealth?
What is the value of life?
Who owns the land?
Who owns the earth?
Who owns us?
Where does money come from?
What does money do?
What is the result of the use of money?
If you just had enough money would you be able to solve the problems of war, poverty, pollution, etc.

The meaning of value is more at the root of the economic question than anything else. On the one hand their is the <u>value of exchange</u>, and on the other hand ther is the <u>value of use</u>. Adam Smith pointed out that often what is greatest in value of exchange may be least in value of use. And the greatest in value of use is least in value of exchange.

The dominate myth is that the greatest value is that of exchange, i.e., money, and so we end up with cities, pollution, war, and such. The problem is how to educate people to the value of life-use. <u>Giving</u> may be the key to the transvaluation. If some group of people gain a consciousness of the value of giving and begin to practice giving, the idea may spread. Eventually wealthy corporations may be persuaded to compete with each other in giving. They may even switch to being non-profit. The danger is that such giving will become a gimmick or smoke-screen behind which the acquisition of money is pursued as ever before.

Corporations often seem quick to join any bandwagon. I suspect this is done as an advertising gimmick, but without any real change of heart. Oil and electric companys seemed to be so concerned lately with ecology and the problems of pollution--according to the T.V. ads.

The idea of separate monies or limiting the exchange of money, bank notes, dollars, checks, etc. Each would have to have printed on it or written on it what it could be used for--so that certain money would be good for some things but not others. Like food stamps, there may be housing or rent stamps, or clothing stamps. I guess this is like owning shares of stock. Only the shares can only be exchanged for that particular real stock. This allows for some discrimination and control by the people of what is generally called wealth. Perhaps the people could determine by which money they used, what they hold of value. And people would know thatthe food money they spent for rice couldn't be used to buy bullets or weapons.

This idea is very sketchy and needs a great deal of analysis. I don't know if it could work, nor if it is even desirable. But if we can figure out why i t won't work, that may give us a clue as to the functioning of money that may in turn point to another possible idea that may be workable and desirable.

All the wisdom is in the universe itself. We don't create it; we just reveal what is already there. We don't have truth, but we can let the truth have us--if we be servants of the truth.

Money maintains the class system: the rich and poor. Without money and without ownership there may still be wealth, but there will be no rich or poor.

Experiment in the way of handling and distributing funds as well as in the selection of projects and goals. The medium becomes the message. How you do what you do determines its importance.

Jan. 30-- If the salvation of the earth depends on the efforts of man, then there is little hope. For I doubt that there are enough of us concerned (or unconcerned--there may be too many of us concerned already). And I doubt that we can really know how to set things right. Rather what is needed is a force far greater than what man can muster and far wiser than human intelligence. I suggest that nature has done a better job than man about creation and the promotion of living creatures--and we had best let her do the job. Our job is to not get in the way, to stop conquering nature, to stop improving on nature. We are not as gods and the sooner we learn that the better. Our mess has been caused and continues to be made worse by men who think they can out do nature. In trying to out smart nature we are destroying ourselves.

The West still feels superior to nature and is continuously taking advantage of nature. This arrogance will kill us all if we don't stop. Let us be humble before nature, not for any religious reason, but as a practical attitude for survival.

The major task of us who have any sense is to oppose in a negative way the systems of man. So as to allow the natural forces to once again become the dominate ones. Nature is adequate to the task--man is not. Let us stop trying to think we can improve upon nature (at a profit too). Instead, let us be animals again and become uncivilized.

Money teaches us that life comes in packages and can be bought and consumed. But that is not life, that is plastic life.

The yearly GNP only measures whether the economy is getting bigger, not whether it is getting better.

Idea: Go to local corporation--suggest that they turn over X% of their profit money to public (not local government) meetings which have been widely announced as open to anyone--those attending decide on the use for the money.

I have been wanting to talk to people about the subject of money and giving and institutions and life and values and how these are related. I want to talk to wealthy folks, heads of banks and corporations, foundation people, anyone who deals with large sums of money. In this regard I made an appointment with a person at a foundation to come see her on Friday, a week away. The day before the appointment was cancelled. I called to inquire and was told, among other things, that I lacked credibility to raise questions about giving and money, that I would be wasting their time, that such questions are philosophically interesting in the abstract, but theyare very busy and do not have the time. I was told that they do discuss such matters among themselves but it is at their own convience and not with outsiders.

Feb. 7-- One of the paradoxes I'm faced with is (I don't even know how to present it) that the work toward a solution to the vague problem of giving is not enhanced or aided by money, rather the solution depends more on the absence (non-involvement) of money--money tends to get in the way--or at least complicates the problem. This being my current feeling, I am unable to see how to utilize the Point money as leverage or a tool in the work of attaining or even beginning a giving economy.

If the new values (they are not new, I use the term only to show a distinction from the current dominate values of society which may be called old) I'm seeking to promote can be promoted by money--doesn't that then mean that I am promoting money as the prior value and therefore the superior value? Confused as I am, I feel that that is the case. New values, I feel, to be new--have to be separate from and have no exchange value with money. They have to be unbuyable. If they can be bought then they are part of the money economy and the exchange value system.

I also have a feeling that the new values must involve life-energy, that the new values are not man-centered, but earth-centered (nature). Human beings are animals and belong to the earth--man cannot do better or create better than nature--man's job (in living) is to find out how to live harmoniously with nature and so live.

Therefore in large part, I feel my use of Point money should be separate from my concern and work on promoting a giving economy.

Having it ($15,000), does not seem to bring me closer to any solutions. I felt closer when I was broke. Altho the daily problems I had when I was broke seemed to prevent much progress toward solutions, because I had to spend time each day providing for survival and doing that within the money economy, part time jobs, expenses for this and that. The opposite doesn't seem to help either--as yet I don't see how to apply the money. I think I will do some traveling and buy some equipment, but I wonder if in doing so, I am doing so more to use up the money than because I believe such is the way to accomplish the values of a giving economy.

I guess the new values I am trying to promote have the special property that they are not measurable in money--they have no exchange value. Rather they are values that stand not in relation to other things or services, but by themselves. Can life be bought? Can nature be bought? No, and it seems to me that attemps to do so only cause death or the extermination of all living things.

What am I talking about:

Life-use values?
Life-giving values?
Life-promoting values?

Either my vocabulary is too limited, or there are not words commonly used to express this obscure concept of eminence.

What about starting a new village in which the operating principle of economy is giving, sharing, and caring? Those who came would be requested to empty their pockets and purses of money before entering and no money would be used in the village. What would this mean? What would happen?

The family is a cohesive group whose members have a relationship that is not based on money exchange. Can such an inter-group relationship be expanded to include a group of families? A small community? A village? Can such a village be self-sufficient? What determines or delimits the size a group may be and sustain this relationship? Can such a group be large enough to survive through self-reliance? Or does an outside source of energy always become necessary?

They have something you need. You have something they want. For you to get what you need, you must give them what they want. This is not a mutual exchange but a power relationship.

Problem of mobility. When you are far away from the home community, your credit (trust, humaness) becomes less.

Is your time part of the money economy or life-use economy? Is time ours or does it belong to the company, bank, or someone else? Do we have a choice? Can people pool their time, share their time, give their time? If we assume each person has an equal right to live his life which is that period of time between birth and death, then could equal portions of that time be made units of measure for the common basis of exchange? What goes wrong with this idea?

"economies of scale"--work relationships as small as fit and serve the needs of the neighborhood. Decision-making at the level of those involved and supported by those affected.

Feb. 12-- I've been uncertain in my mind what my relationship to the $15,000 is. And so I haven't cashed or deposited the check these past three weeks. For one thing I don't feel comfortable with putting it in a bank or savings and loan association (which in turn puts it in a bank), yet I don't want to just hide or store the check somewhere until needed for specific uses. I would rather loan it out or make it available to people who need it in the meantime. Of course, I guess that is what banks do--but the rub there is that I have no influence or controlover the decision-making, to whom or what use they put the money, and banks often do things with money that I don't approve of--for example the Bank of America handles the money for the war in Vietnam.

Another problem is the fact that this money, small as it is, may buy me. It has others, why should I assume it won't do that to me? Am I expected to accomplish something in particular? If so what? And how? And if it is what I am doing, was doing, and want to continue to do--the money doesn't help in motivation. In fact it seems to get

in the way (Is that because I let it?). For one thing, I was voluntarily poor before, now I'm not, I suppose, even tho my standard of living is about the same. Or am I over estimating the significance of $15,000?

In some ways I think I feel best if I think of the money as a gift for past accomplishments. In other words, it is payment for what has already been done and is over with--and not a condition or weight on the future. I don't know if this is self-deception, but it makes me feel freer when I think of it that way. I did what I did in the past without regard to receiving money for it and would like to feel that what I do in the present (and future) will be important in its own right (and not because it is bought or measurable in money).

Being poor has many advantages; money ruins a lot of good things.

A suggestion to Point: It may be worthwhile to experiment around with the agent concept. Give the money as a prize of recognition (like the Noble Prize), leaving the recipient free to use it any way he or she wishes. Or give it to selected people and tell them a lie that they just won some give-away contest and were selected at random. This probably wouldn't hold up and would be a heavy trip when the word got out--so strike that. But what about actually doing a real random selection and giving that person money? I wouldn't use a phone book (on that basis i never would be found because I don't have a phone). A random selection is hard to do. I assume everyone lives someplace and if you wanted to confine your selection to the United States, you could randomly generate a five digit number which could be the zip code of the person as a first step. Then randomly select a letter from the alphabet, that could be the first letter of the person's last name. A list of those persons could be put in a hat and . . . .

The money, as I see it now, won't help me live by the values I am concerned with--in fact it will make life more difficult. For I will be tempted to seek short cuts, I will be tempted to create the shadow, rather than the substance of what is important. I will be tempted to desire results. Having money creates so many traps.

Just the fact that it takes up so much of my attention and time means I am diverted from my path. Yet Point may have wanted, in making these grants, to free us from the daily problems of "making a living." So that we could devote more of our time to the "important other work" we were doing. Yet here is another paradox: Living is my work. How to live? How to be a human being? What is my relation to other humans and to the earth? Such questions are at the back of my mind. I don't want to be free from the problems of "making a living." That is what life is all about. It is not for me to choose the world I am in, rather I am to live in it and take it as it comes.

And so I need to figure out a way to use or allow the money, or any money to exist detached from me. But what about deciding what to do with it? Can a person make decisions about money and yet remain detached from it? Possibly, if he can remain detached from those decisions as well as the results of those decisions.

If there was an uni-directional way of transvaluation for converting money into values that could not be changed back into money, then that may be solution. What is giving? How can we give so that others don't think in terms of getting, but giving also? The T.V. and radio "give-away" programs are watched because people want to get or enjoy vicariously other's getting. Gambling is usually done with the illusion of winning more.

The words we use influence our attitude and behavior. We tend to become what we say. Language, like all tools, defines those who use it. I don't like the word "hustling." It implies that whatever you do, if you happen to receive money, then you were "hustling." It implies hidden motives or that one is playing a con-game. It implies that money is still the supreme value and dominates whatever you do.

Feb. 14-- Today, with much uncertainty, I deposited the check in a savings and loan association. I deposited it more as a non-decision, than as a decision. I did it as a preliminary act which I will neither defend, not attempt to justify. If it was a mistake, then I made a mistake--I offer no excuse.

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Feb. 29-- I see myself as something in the role of a consultant to Point. I am qualified precisely because I don't know "the way things are usually done." But unlike a consultant, I may give advice when not asked and my advice may be unwanted. It may be unconstructively critical, contentious, and frustrating. If it is any good it will be. I mean some or all won't like it. You see I don't have "the proper attitude" toward foundations. Foundations are fucked. I wouldn't say that about Point (yet), but only because Point has just begun.

In my opinion, the fundamental issue facing Point is not what to do with the money, but how to not become a foundation. How to transcend being a foundation? That is a hard problem, because the definition and description of a foundation already exists (there are visible examples of such) and the tendency, unless strongly resisted, will be for Point to fit-in, find its place in that definition, rather than do and be a new "?" which requires a new/different definition.

I do not think myself superior. Its obvious most of you are more knowledgable than I. I have just chosen to make an asset of my ignorance. I feel we are all in this sinking boat together. And you have been busy bailing water long before I began to lend a hand. If a lot of what I seem to be doing is adding more water to the boat, it is because I sense we are not going to bail ourselves out fast enough. And I'm trying to bring the point home. I am questioning the attempt. We might be wiser if we grew back the gills that we lost a long time ago and learned to live as fishes, speaking figuratively.

Foundation giving:

1. Source of funds--where did they come from?
2. Motive in giving--why? Who and why?
3. Does the money given carry a message?

Mankind is a disease--a cancer on the earth.

We are not God, nor gods, and should stop pretending to be.
We are part of nature--perhaps a part that went haywire.

Some people think that the millennium will be the result of a technological break thru or the achieving of some supreme technological state or standard for society.

I don't believe it. Technology is not the answer. Already technological change is so rapid that human organisms can barely keep up with them or adapt to them without freaking out.

Those who seek technological control of the environment imply that the natural environment is hostile. Yet I would choose the relatively slow instability of nature to the hazards of an artificial environment of an accelerating technology.

We forget that tools alienate man from his work. A tool can be thought of as an extension of the function of a hand, foot, eye, ear, etc., but we need to remember that the tool also gets in the way--and distorts our perception. Tools separate us from nature. They get in between and we lose touch. One only need read science fiction for examples of this. Shall we turn our lives over to the machines completely? And live only in an indirect way?

No, I insist on being an animal and acting like a biologically human animal. That means living as a human being first and last.

How to do it? Obviously, we are a long way from nature and moving further away at an ever increasing speed. Some folks think we have passed the point of no return. I see returning to being a part of nature not so much as a physical return initially (the physical environment is not the message but the medium), rather it is a question of attitude and identification. A change in attitude and identity is needed. If we have an attitude that <u>people belong to the earth</u> (not "the earth belongs to the people") and feel a part of the earth in a deep and profound way then I feel nature will gradually restore the balance and heal our technological excesses--and maybe give us a chance to live thru it all. The key point here is that <u>nature does it,</u> not us.

There are too many people trying to make the world work. It was working fine before man fucked with it. I say stop. Stop messing with the earth before you get us all killed.

But no, technologists say that since technology has screwed things up, more technology is needed to unscrew them. I say it can't be done that way. Technology promotes technology. Man's technology will only get things further out of balance. The consequences will be worse and more injurious and calamitous. It will be harder for nature to undo without even greater disaster. <u>Catastrophe is the resultant accumulation of man-made cures</u>.

"Then you would recommend we do nothing?" I am asked.

Precisely. Yes, do nothing. Nothing, but that is not easy. We are so used to hurrying along, we have so much in motion already. To do nothing will take enormous effort at first. I am only beginning to learn how.

Since I'm so often misunderstood or disagreed with, I'm beginning to wonder if that (misunderstanding and disagreement) is part of my message. And I think it is--meaning that it is not so important that we understand or agree, but that we trust each other. And that we can trust each other without reaching complete understanding or agreement.

Errors are gems in disguise.

There are so few "right" answers. But look at how many "wrong" ones there can be. Why pick the "right" answers only? That allows such a narrow isolated choice. "Wrong" answers offer so much more variety, can be more interesting.

So I suggest Point make errors deliberately. Loose control of Point (would be definitely considered an error). Let things get out of hand--encourage that if possible. Get into trouble with IRS. Do things backwards--the "wrong" way. Turn things around, become a non-foundation. Perhaps something like a WEC in reverse: pay people to let themselves be accessed as tools or something weird like that.

Our contradictions trap us. They also provide us with learning doors when we become aware of them.

I see value in spotting contradictions. I've been doing this for years. People call me an "outside agitator," especially people in institutions. They don't like me to point out the contradictions in what they are doing. It doesn't make me popular. Yet those friends are most important to me who will point out the contradictions in my own life.. This doesn't mean I take their advice and change (I'm stubborn and foolish), but it helps me understand how others see me.

Point to Contradictions

Many people think that if you want to spread an idea or promote a moral value, you need to organize it and build an institution to carry out the job. But I see that institutions stop growth. Institutions often perpetuate the form and structure of an idea, but lose the idea in the process. So that the institution becomes the end, rather than the idea. In my experience, all organized religions, schools, legal systems, social institutions, etc., prove this to be true.

So for me that is not the way to promote new values. A better way, in my opinion, is to focus attention on the contradictions which reveal the importance of the new values. Showing how they are caught in the existing conditions, usually the existing institutions.

This is the method used in the south during the civil rights campaigns. When the contradictions were brought to the surface, there was often violence, violence by those who wanted to hide these contradictions. Yet through persistence and self-suffering the violence was absorbed (sometimes) and new values prevailed.

So I am not afraid of turmoil and disruptions. Such are necessary for learning and growth to occur. During disruptions it is necessary to be gentle and re-assuring to those in power or institutions because they often feel their security is threatened by change. And so it may be. Indeed, the oppressor who has been standing on the neck of the slave may feel the loss of stability, height, or special privilege when the slave stands up, but . . . .

March 1-- Because I've tentively concluded that money cannot be used to promote the values I feel are important, I see my work on that project as separate from being a Point agent (if it is stipulated that agents use the money for their project as an agent). What I am saying, in other words, is to do a job right one needs to use the right tools for the job, and I've concluded that money is not the proper tool. Admittedly the is rather vague and undefined to begin with.

What then is my project as a point agent? Until I redefine it, I feel Point has already defined my project in selecting me as an agent. Stated in the broadest terms: "What is the effect (in a year's time) of giving a person, particularly Fred Moore, $15,000? What happens?" That is the project--see what happens, what my performance is, what do I do? My project as a Point agent is to find the answers to these questions. To do that, what seems to me important (may not be important, but I will never know that) is to document what I do and think (just some of it). Keep a journal of my life for the year. Maybe some film and video tape of myself too. A possible title could be: "The Corruption of Fred Moore," subtitle: "An Inquiry and Documentation of How Money Corrupts." To find the answer to that for $15,000 is a bargin.

Now the other project which I am working on, have been working on, and will be working on probably for years to come, that I'll continue on my own in my own way. I don't know if the two projects will conflict, time will tell, and I will deal with it then (if I'm capable of knowing).

1971 Bank of America reported a profit of $183 million, up 10% from 1970. New York First National City Bank profit of $169 million, up 20% from 1970. New York Chase Manhattan profit of $141 million, up 15% from 1970. Deposits in commercial banks total over 500 billion, with the above three banks holding 15% of those deposits.

The illusion is that somehow we--the counter culture, alternative culture, or sub-culture, are going to beat the money system at its own game. I don't believe it and predict that if we try we will become just like it (with its values) in the process.

No, instead I suggest we break the rules--live by our own rules and values--and not play the game. The game is rigged. I may not be sharp enough to tell exactly how it is rigged, but my experience tells me it is. The system teaches us to accept the idea of "winners" and "losers." There are also quitters and I'm one.

March 10 --
Those greenbacks, dollar bills in your back pocket are like membership cards in an organization or church: the U.S. Government. The biggest foundation around. The money we carry around with us is a graven image, rather an engraved image of what we worship--what is important to us.

Why break the rules? I break the rules usually because I find they are confining or confusing--preventing me from doing what I want to do or my conscience requires me to do. But there is another reason and that is <u>to find out what happens</u>. We can't be sure we really know what the consequences will be by always complying with the rules. We won't know what is on the other side, what the limits are. So one of the reasons I encourage people to lawlessness, is to learn. Breaking rules is an educational experience. Because everytime you do it, you force the lawmakers to reveal part of their scheme, you call their bluff, you see what happens and directly experience it. Learning comes from disrupting what is otherwise a constant pattern or pre-set system.

PROGRESS REPORT September 9, 1972

To: POINT Directors and Agents

From: Fred Moore

During the first four months I was confused. My general concern was: how to promote a giving-economy. I spent time studying and thinking about: money, banking, wealth, concensus, etc. My intuition was that the type of market economy we have today is due to the values and myths we take for granted. To promote a giving-economy would require more than modifying existing institutions. It was necessary to find a way to expose the conventional myths as being obsolete and an obstruction to the growth of new values. I was confused in my understanding of all this and unsure how to proceed. After a while I began to accept my confusion as a possible learning mode and found myself feeling that clarity and direction would eventually emerge. Then I could focus my energy on a project and get something done.

This has not happened. It is now September. I am still confused, my energy and efforts unfocused, and I have the additional feeling of deep frustration and disappointment. Further, my awareness of contradictions involved in any course of action have tended to paralyze me and leave me unable to act constructively or coherently.

The few (3) things I've done amount only to fragmented starts and attempts:

1. The Chrysalis Fund (Demise Party money) is on loan to various groups. Had a money-recycling gathering April 15th. Several concensus decisions were made to transfer the money in the form of loans and grants to new groups and projects when the current loans were repaid. Another gathering date was set for July 15, but I cancelled it when none of the loaned money was returned in time for it. A de facto situation of having to extend the no-interest loans has resulted. This problem has occurred a total of three times.

Except in the case of a few individuals, the gatherings have failed to have an educative effect concerning the meaning of money, wise money use, need for mutual aid and cooperation, or building a people's network. Between gatherings everyone goes their separate way. There is little or no cross contact or interaction. Each gathering seems to be mostly a new group, with only a few returnees. I had hoped that the gatherings might serve as opportunities for a person to expand the number of relationships, contacts, and friendships he has. I've drawn some tentative conclusions:

It's very difficult to do anything new with money. (If what you do <u>is</u> new, people may not understand it and may try to force it to fit their previous experience or preconceptions. Our labels, myths and schooling dominate the way we look at what is new.) The money recycling meeting tends to be viewed as a gimmick or game rather than a more sensible and democratic method of financial decision-making

(when compared with foundations, banks, or government systems of granting, loaning, and spending funds). The availability of a large sum of money seems to dominate the consciousness of those who attend the meetings much like TV give-away programs. Most of those who attend desire money for their particular project. Almost no one has shown interest in the process or offered to help raise funds to be disbursed this way.

The reasoning the group has used, for the most part, in deciding to loan the money instead of grant it, has been the feeling that if the money were just granted that that would be the end of it and there would be no fund to deal with next time. However, loaning the money (even at no interest) has caused a severe strain on most groups that have received the loan: they know they have to pay it back.

Some good projects are market (profit) oriented and may, if successful, reap a return in pecuniary energy. But other good projects may not fit into the market system and thus may not be able to generate a monetary return. These non-profit ventures hopefully will so use their money that it will be transformed in some way and the community will receive some non-pecuniary benefit in return.

Somewhat recognizing the value of granting funds to groups which might not necessarily be able to return a profit, the April 15th gathering reached concensus to grant part of the fund ($5,000) to Cold Steel Drawing, a beginning radio group in S.F. Yet this meant that less money would be available at future meetings unless new sources of funds could be found.

My hope was that foundations, banks, corporations or persons with extra money would see the importance to the quality of life of this open concensus decision-making - that they would come to one of the money recycling gatherings and turn over to the group a large sum of money, letting the people present decide what is to be done with the money (the donor being one of the people too). If no decision is reached then I, as a trustee, or a few responsible persons acting as trustees, or even the donor acting as trustee, would hold the funds until another money-recycling gathering can be held. Trustees would serve without pecuniary compensation.

In between gatherings, the trustees would (1) try to obtain additional monies to replenish the fund, (2) contact foundations, banks, corporations, etc., and encourage them to adopt this method of money sharing, either by coming to the next gathering or by setting a gathering up and doing it their own way; (3) plan the next gathering, hopefully at a place donated for this use. All expenses: overhead, advertising, travel, phone, etc. should be kept to absolute minimum or zero. Either trustees pay these costs out of their own pocket or from a separate operating fund set up for this purpose. In no case would money be taken out of the "community" fund for administrative expenses. In my opinion, a trustee must have no pecuniary motivation to do this job, and receive no pecuniary gain by reason of being a trustee.

But why wait for or depend on foundations, banks and the rich as a source of funds? Why not depend on ourselves? I tried to suggest this at the April 15th gathering and raised the question of everyone present contributing to the pot. "What if we all empty our pockets of money and put it all in the pot, and by this act of faith we, even those of us who are poor and in need, could combine our resources and with this trust in each other build...etc." It didn't happen. Someone cut in, "I hear you got another big chunk of money. What are you going to do with it?"

"That's the question, "What should I do with it?" What should any of us do with our money?" I replied.

To digress a bit further, it seems to me that if we can't figure out what to do with (our) money, then we can't hold accountable the rich, the banks, the corporations or the government for what it does with money. I have a vague concept of "trusterty" which I feel may help solve the problem of inequality in the world. Trusterty differs from other revolutionary methods of redistributing wealth (so called). First, the change is voluntary. Second, the rich are not eliminated, nor the riches confiscated, but the power of being rich is redefined: liquidated.

A semantic division is made between ownership and usership. The rich are still permitted to have the distinction of owning property, money and so-called wealth, but they turn over the use and decision-making regarding their property, money and wealth (or part of it) to the people or local community. I would like to be able to go to a big corporation or rich person and argue gently, but persuasively, that their presently owned property is theft, that all wealth belongs to everybody, that we, as human beings, belong to the earth and the living nature on earth. That we are given life as a trust of nature, and that our use of the earth is also in trust. That the particular material objects we call our property and money and wealth belongs in terms of use to the human community and ecological community from whence that wealth was derived. That in comprehending ownership of property in a new way, we invite the community to come together and the community shares equally in the decision-making power regarding this property. Thus, in effect, the wealth is held in trust for the community.

Such a step might be made contingent on all other corporations and wealthy people agreeing to do the same. As a beginning in this direction, perhaps a corporation (the stockholders) would agree to present the community with part of their property and part of the profits. A rich person would be asked to give likewise, particularly part of the money he has invested. And each person, no matter what he has, would give something. Enough on this digression.

Most attenders of the recycling gatherings have been urban folk. Urban environments are dominated by monetary economics: everything has a price or cost, work is done not to create a gift but for income, daily living expenses are high. Being submerged in this environment,

the urban man accepts monetary and market economics as reality instead of the myth he is caught in. Urban man glories in the "freedom" and "convenience" money brings him. He believes people can't "live" without it. The "freedom" of being alienated from others? The "convenience" of working at a job that has no meaning except the paycheck? The institutionalized daily hurry-hurry routine of efficient producing and consuming -- that is living? The belief that everything has a price, and a person's worth is measured in possessions and dollars -- that's what counts?

How would rural attenders at a money recycling gathering react? Much the same as the urban attenders, I would guess, because money carries its myth with it. Every ritual of exchanging money: buying, selling, paying, loaning, banking, investing, etc., constantly promotes the myth and defines money for us. Nevertheless, because of the depressed economy of various rural areas the folks there have to be more self-reliant and depend on each other more directly. They can't afford to pay or buy, and therefore must share, give and help those who are among their family, friends and neighbors.

Would these human values and the rural infrastructure sustain itself if a considerable sum of money were available? Or would the money immediately begin corrupting these values? The latter has been traditionally true. I tend to believe that money inherently has this dehumanizing effect. Can you buy human values, love, life, the complex balance of nature or the earth? No, and to attempt to do so only ends up debasing, killing, destroying and polluting all that is of real value. Most Americans, with their supreme belief in technology, don't understand this.

Yet I have no conclusive proof of these assertions. Perhaps there is a non-harmful way of making money available.

Maybe the problem is due to the fact that money does not circulate in an equal recycling pattern; rather it is created at one point and goes out and about from there. This means that those who control the initial input or flow (have first use of the money) always have more leverage than those having secondary use of the money -- money which must come from and after those who got it first. The trickle-down'to'the'masses theory hasn't worked with foreign aid in Latin America, the reason being that those at the top get first use.

In contrast, at money recycling gatherings, concensus is required. This means in effect that the money is available to everyone simultaneously. Everyone is considered equal. If the group agreed on it, the money could be divided up and each person could take his share. The fact that this hasn't been done indicates that there is something of a cooperative unity (a pulling together) that sees the exchange value of the money as greater in one lump sum (or a few lump sums) than the sum of it divided into individual parts. This synergy is significant, but often un-appreciated by the group. In a rural area, where the cooperative spirit may be greater, the synergy may be greater and without the divisive, one-against-another type of contention. For this reason, I'm interested in holding the next money recycling gathering in Mendocino County.

2. Reading through the voluntary mailing list printed in The Last Supplement, I was amazed at the number of folks I knew -- each one a unique person. I wondered if all those listed were characters of some sort and concluded: yes, probably, and wow, if this is true, it would be great to know each other. A nationwide network of groovy people! But staying in contact with each other means letter writing, and many people aren't correspondence oriented. Well, the idea of a people information network is a good one, I thought, but one must be cognizant of problems and limitations.

In June I wrote a series of proposals for the Whole Earth Truck Store, suggesting a people-oriented Information Access Network. The response has been neither positive nor negative. I've done nothing further about it because I see the Truck Store as integral to the idea -- this is not something I could do by myself. Perhaps my timing was wrong, perhaps the Truck Store is not the proper vehicle to do it; in any case, people who are interested and want to work on it have to be found.

3. I used to think that our humanness alone was a sufficient basis on which to build a community. All that was needed was to replace the institutions that did not serve the needs of the people with those that did, and community would grow. Now I reluctantly conclude that our humanness is not enough to get us to cooperate. People have to have a common bond based on strong need, interest, and continuous voluntary association: occupational, spiritual, geographic or kinship ties. There needs to be some social link that integrates the members of a community.

This link is not an institution, although an institution may develop around it and serve as a medium for expressing the link (e.g. a ritual, a church, a government). As long as the institution serves as a means for the link and does not become an end in itself, the community will accept it, identify with it, and feel united by it. If the institution loses its meaning through self-grandiosity or empty ritual, then the institution tends to become an obstacle to the cohesion of the community. It is then time to disband the fossilized institution and begin with the link again.

Money and banks, the ritual and institution, appear to not be serving the needs of people as much as they are serving their own grandiosity. My strong dissatisfaction with present banks leads me to think that here might be a key to the problem of building a community: a People's Bank. This alternative to conventional financial institutions would actually be an educational entity disguised as a bank. My hope was that by using the medium of banking in a different way (almost an opposite way), people would begin to see the limitations of money and thus other non-monetary values could be promoted and spread.

One idea I had was a membership owned, non-profit, public (open disclosure of all non-interest loans) bank which would receive deposits

of various forms of energy and promises of energy (dollars, hours of work, etc.), but whose main function would be information to members about non-monetary and non-market ways of solving daily living problems: energy exchanges, skill exchanges, sharing of resources, tools, etc.

Dick Raymond, Rick Harriman and I shared a common interest in this idea of an alternative financial organism, although each of us held a different vision of its function and operation.

Whereas I wanted the thing to promote and strengthen the common bond among people, it seemed easier to begin with a group which already had a common bond: the Briarpatch Network--persons and organizations having some association with Portola Institute. Tentatively called Briarpatch Money Trust, the idea is still in the frustrating discussion stage.

February 29, 1972

From Jim Morgan
Point Agent

To Huey Johnson
Point Sponsor

Dear Huey,

The month of Februgry has zipped by like it had 10 days instead of the allotted 29. Here is a summary of the month's activities;

1 - Drove to Missoula, Montana. Talked with various people to gather information on air pollution. Stopped in at Salmon, Idaho on the way back and spoke with the local Sierra Club president about initiating a Sierra Club lawsuit agains the BLM for allowing excessive grazing on public lands. He is the careful type, wanting to live in Salmon in peace and harmony, may be difficult to convince on the need for action.

2 - Spent the week from Feb 6 thru 11 putting together and polishing the bighorn reproductive behavior and bighorn as an indicator of environmental quality lectures-programming them for the dual projectors. Also wrote a filmstrip text on changes in social values for possible future production.

3 - Drove to Idaho State University on Saturday. Gave the bighorn repro-beh lecture to a behavior class in the morning, the environmental quality one to an afternoon meeting of the Nature Conservancy sponsored by Carl Holte. Attended the dinner that evening and did an interview with a reporter from the Pocatello newspaper. Got some good publicity, but rather bad interpretatic of my remarks in the subsequent story. Too much emphasis on the conflict again, not enough problem solving. Plan to change my emphasis.

4 - Spent the week from Feb 13 thru Feb 22 writing. Wrote a filmstrip on air pollution, matched visuals with it and submitted to the distributor. Revised and improved both slide lectures. Wrote the first draft of an article for the Sierra Club Bulletin and submitted to the editor. Wrote the first draft of an article expounding my theory, in an abstract way, on the evolution of the brain and man-beast and the current state of affairs in land management. In other words, I think livestock operators are territorial, and by aggressively defending their territorys (which include public land) are able to keep the intimicated public from moving against them. This may or may not develop into a publishable article. Will take more work.

5 - Drove to Boise on the 23rd. Gave two morning behavior lectures at Boise State College morning of the 24th, and the environmental quality one for an Audubon Meeting in the evening. Met with the press the next day and got a good story in the paper (already forwarded to you). Met with the director of the Idaho Fish and Game Department to establish my position in the heirarchy and initiate direct communication with him. My ex-boss hid until I was out of the building. (He's a real bummer. If any way could be found to oust him it would be to the betterment of the entire F&G Dept.) Met with the man in charge of the BLM statewide wildlife programs and opened communications with him. A good trip. Also spent some time trying to radicalize an extremely conservative Boise State College professor.

6 - Drove to Sun Valley and spent Feb 26 thru 28 there. Gave evening lectures at Hemingway School at Ketchum and Sun Valley Lodge. Good crowds and good interactions with them. Did a childrens lecture at Hemingway grade school and Environmental Quality one at Haily High School. Lots of fun. Infused some ideas and energy into Environment West, bought a bottle of wine and loaf of bread and left.

7 - Spent the day of Feb 29 writing up the land idea which hit me while on the road. First draft is enclosed. It's a time for dreams. That's one of mine.

8 - Flashed on the idea that a survival trip-it's-all-coming-down movie might really appeal to Robert Redford. Am working out the idea and will take an outline of the screenplay to New York with me.

9 - Have most schedules firmed up for the New York Trip so that I can leave by about March 6.

10 - Spent some money during the month. Bought two Kodak Ektagraphic projectors and a dissolve control for them. Cost $600. Used them for the lectures at Boise and Sun Valley and really feel they were worth the money. They make a presentation much smoother. Spent some money getting a telephone in and traveling for a total of $1,000. spent for the month. Don't see any signs of rash spending as a result of suddenly having money. I've always been so damned frugal it would take an entire character reversal to make me spend money unnecessarily.

Came up with a new flash for the project. I do plan to scuttle the currently planned Mor an Creek Range Rehabilitation Plan, which will just perpetuate more ruin on public lands, keep the livestock there to assure perpetuation of the basic problem, and further encroach on bighorns by slamming them with fences, roads, waterholes and plastic pipelines. Idea is to force them to file an environmental impact statement before they move. Also, intend to investigate the question as to whether I can force all BLM offices to file environmental impact statements on their grazing policies. Wrote to Tom Harrison regarding the possibilities of finding the sources for Federal Land Bank and Production Credit Association monies-these lend all the operating capital to cattlemen and if they could be dried up as a source, would put immediate pressure on grazers. Will investigate further avenues of doing that.

I'm motivated by point mailings to say; I feel the use of Point money to support and encourage alternative lifestyles is the best thing that I have seen happen in the USA in a long time. Glad to see Steve Baer get some support. I know how much energy was transferred to me by the grant and I'm excited about the possibilities of what others might do with such energy as well.

Musings about the suggested three month vacation as part of the grant. I sort of feel that Point gave me an entire year vacation from having to hassle obtaining money. I'm doing what I enjoy doing. Might be difficult to take a three month vacation.

Jim Morgan

ps.. Forgot to mention that Bill Bryan stopped by, stayed overnight, and we had a good discussion on organizing.

April 15, 1972

Rigby, Idaho

TO: Huey Johnson, Point Sponsor

FROM: JIM MORGAN, Point agent

SUBJECT: March and April Report

Spent the first week of March moving. Bought a 19 ft. trailer house and moved into it. Stored the stuff that wouldn't fit. I hate paying rent so will plan to live out of the trailer the rest of the summer and fall. Rent saved will pay for the trailer. Found a 10 year old trailer in like-new condition that hadn't even been licensed for two years. Got it for $1500.00. Moved into the trailer, took a deep breath, pointed "leapin Lennie" for Denver and Headed East.

Met Peter Vangytenbeek in Denver and showed my slide series to Trout Unlimited, ROMECOE, Editor of Colorado Magazine, Keep Colorado Beautiful, and Colorado Wilderness Society. Got a good press report and good reception from everyone but Trout Unlimited. Gytenbeek was lukewarm. Roger Hansen of ROMCOE offered to assist. Will think about it and see if I can utilize his offer. Finished writing "The Death of Marco Z" for Colorado Magazine, got in Leapin Lennie and got the hell out from under the heavy black pall of cruddy air that lays on Denver like an evil blanket. For such a beautiful setting, I never saw such awful air pollution. You hit it 60 miles out of Denver and you'd swear you could drive over it right up until you start to sink down into it, then you start wishing Denver weren't on your itinefary.

Arrived in New York City with hollow eyes and an aching ass. Leapin Lennie (my Ford Pickup who got its name from it's habit of leaping from one lane to another without warning) rebelled immediately by charging a stationwagon, attempting to bunt it off the road. He had to be restrained for the duration of our stay in the city. He obviously likes the country better.

Put in a harrowing week commuting to downtown Manhattan each day in the most incredible mass of humanity and machines and buildings I have ever seen. Met Stevie Phillips, who got me three interviews for potential TV shows to dispense information on bighorns and public land abuse. Met the editor of Field and Stream, discussed my stories to be published in July-August-all is well with them. (Note: He has since been fired so the future of my stories may still be in doubt because there are rumors he was fired for being too radical on ecological issues.) Finalized my plans to do an article for National Geographic Magazine. Got tentavie approval to do a bighorn behavior article for Natural History Magazine and perhaps a land abuse one for National Audubon. Talked with time-Life about contributing ecological information and pictures for the book "The Rocky Mountains" to be published in the wilderness series. Good trip. In general, felt that lots of large dragons were slewed in the big city, opening up means of getting information into the public media.

Proceeded to Ann Arbor, Michigan, where did two survival classes, one advocacy class and one evening presentation. Got heavily involved in intense think-tank sessions with several groups, including the New Science Club, a faculty group on campus that is investigating means of salvaging the remains of the USA. Blew my mind when I found out that one of their current plans to be activated soon was almost a carbon copy of my lifestyle survival plan. The only difference was that they will center more around university-type research

and are calling their plan lifeskill survival. Had a heavy afternoon of information exchange with them, picked up some good ideas for my own plan, set up lines of communication to keep our plans evolving together. In all, my lifestyle survival plan evolved a lot. I'll get a revised edition out soon.

Moved on to Lansing Michigan where did a program for a huge class and another to a standing-room-only auditorium full of people in the evening. Starting to get tired.

Drove to Denver, arrived in time to give a program, again to a standing-room-only auditorium at the Botanical Gardens (estimated 400-500 people). Had an extremely bad night, too tired to function, couldn't put words together, suddenly realized, on stage, that I had recognized my physical limitations.

Drove to Aspen, Colorado, stayed for two days with Stevie Phillips, rested a lot. Came down with a cold, began to recover from two months worth of physical exhaustion. Showed my slides to Judy Collins and Stacy Keach. Experienced a moment of magic when they both were turned on by the bighorn story, hugged me and Judi, wished us well in our fight. Fine people.

Arrived back in Rigby after having picked up Sharon Meyer in Salt Lake City. Arrived on April 7. Rested and helped my brother build a camper the week of April 7 thru 15. Will be writing and making plans for the Middle Fork trip next week, then will be backpakking on the Middle Fork during the week of April 24 thru 29. Hope to see a bunch of people from Point here.

Some reflections.....
March and early April were a heavy time. Moved too fast and there wasn't time to integrate new information as well as I'd like to. Lots of changes, self examination and personality evolution. I have a strong feeling that something very important happened to me during the time, but upon trying to verbalize it, find that it's only a strong instinctive feeling. I often get the surreal feeling that I'm being taken somewhere, that I don't know who's pushing it or where it's going, but that it knows what it's doing and I should just ride it. Strongly feel that when I do things that are good for the earth I get powerful positive reactions.It's all good. I'm glad I'm here. Looking forward to the Middle Fork trip. Really need the reflection time.

Sincerely,

Jim

October 1, 1972

From James Morgan, Point Agent

To Huey Johnson, Point Sponsor

Subject...Summary of progress?

This is probably not a good time for me to make a progress report because there is no way I can bring myself to write a glowing account of how much I've changed the world when I know I haven't and, in fact, have increasing questions as to whether it ought to be changed. Anyhow, the changes I've gone through in the past year would fill a volume, the changes I've effected, in a real sense, would not. Perhaps a summary of where I am and where I want to go would be best.

Last January I was in the process of establishing myself as a writer and photographer because I believed it was a way in which I could support myself and work toward better times for bighorns at the same time. The major head conflict initiated by the Point grant xxx revolved around the question of whether I should throw myself into full time activist work or continue to develop as a writer and photographer. Despite some head hassles and vascillation, I have moved forward in photo and journalistic work because, (1) I don't want to become dependent on anyone-like a welfare client-for my livelihood during the course of what is going to be a protracted struggle forbetter land management inthe USA, and (2) because I didn't want to blow the grant on activistwork in one year and find myself broke, and helpless, at the end of that year. I have spent about $6,000. of the grant and anticipate no problem carrying on my work through all of 1973 on the remainder.

In terms of absolute accomplishments I have (1) Established myself sufficiently as a writer and photographer to assure, in an independent and self-sufficient manner, my future ability to continue the land management struggle, (2) Collected further documentation of land abuse, and (3) laid the groundwork for increased use of "contacts" to achieve the cessation of particular instances of land abuse.

At this moment, the primary benefit from the POINT grant has been freedom from money hassles that tied me to the disliked system. For instance, I was writing educational filmstrips, entirely for money, even though I knew they were pure unadulterated brainwahhing bullshit, because I had to eat. With time to think has come ideas for producing "Turned on" filmstrips that are interesting to watch and deal with fact instead of fiction, and possibly distributing them through unorthodox channels to get them to aware teachers who could put them to use.

The creative side of my personality still struggles for recognition and I have advanced through several stages of progress as I work to gain a working command of photographic techniques. Rather than spend words explaining this progress, I would like to put together a special slide show and project it for POINT this winter. I think you would all enjoy it and besides I'd have a chance to expound on what I'm doing while showing the slides.

The scientific side, although somewhat dormant at the moment, continues to ponder the follies of man. At the moment, for some unexplained reason, I feel more like an observer of the human animal than part of his culture. Find myself wondering if he xxxxxxxx isn't just a freak evolutionary experiment destined for extinction like so many others-except that in the case of humans there was the difference of conscious choice. Humans seem to prefer extinction to loss of comfort and luxury. And if they prefer extinction, then I'm not sure I should try to dissuade them. They shouldn't have to live if they don't want to.

I leave this report with a thought relevant to those working for environmental sanity. Beware the super eco-lib sucking this year's sensitive concern.

Sorry I couldn't get this in for the directors meeting but I was in Challis surveying fall vegetation conditions on my bighorn sheep study area.

Peace,

Jim Morgan

394

Nov 14, 1972

From: James Morgan, Point Agent

To: Huey Johnson, Point Sponsor

Monthly Report

Many lines of influence have been pushing me, lately becoming more defined, and bringing me finally to the decision that I should publish a picture book on bighorn sheep. Here is what I've decided to do/

Bring the best of my pictures together in a picture book with some, but minimal, text. Seek funding to cover the cost of printing and distribution. Set the book up so all funds resulting from sale of the book go into a non-profit corporation set up for the purpose of buying bighorn winter ranges and turning them over to bighorns.

I arrived at this point through seeing how slow and cumbersome are the processes by which this society changes, and knowing that many bighorn herds won't live to see those changes. I still plan to keep an active program going, aimed at changing attitudes and policies on public land, but hopefully could use the book toraise some money to acquire some winter range in the process.

Further contributing to the decision is the fact that no one has ever produced a beautiful picture book that is an in-depth, subjective, interpretive look at the life of one wild animal. I believe, without necessarily knowing why, just believe, that the book would come together so that the total ~~xxxx~~ would be much greater than the sum of the parts and that it would be very successful in the marketplace. If so, God would it be fun to return to Challis and just simply solve the problem by buying the necessary land.

It seems to me that long-term solutions to land abuse involve bringing the American Culture or society (or whatever) to identify or relate with animals and land. A beautiful andunderstanding book on an animal will be more effective in that regards in the future than tirades. People don't listen to tirades much any more. But if you can pull their heart strings you can make them care. So, I'm going to create myself a best-selling book and see if I can make people care while I make money that can be used to begin immediate work on the problem.

How can I tell you that I know this is right, except to say that I know it's right? I'll bring the pictures with me to Calif this winter and show you the way I'd like to put it together. At that time will be open to suggestions.

So, for a summary of my monthly activities, I can say I've been in the field lugging photo gear around, following bighorns, and photographing each bit of beauty I see. Severe winter cold in December will undoubtedly drive me South where I can spend the winter assessing the possibilities that I might know what I'm doing.

Sincerely,

Jim Morgan

395

Nov 21, 1972

From James Lorgan, Point Agent

To Huey Johnson, Point Sponsor

Subject: Comment

I received a letter from an Idaho hunter inquiring as to how he could best adjudge which of the mighty bighorn rams was the prize to which his heart had so long aspired. He longed to see it's head mounted upon his wall. The following is my reply to this faithful Idaho hunter.

Let's take your letter from the beginning, only let's just pretend that we are visitors from another planet and that we are observing earth. Not a critical viewing, just an analytical one. You state in your letter that you do respect, admire, and feel an attraction to the wild bighorn sheep. That's to be expected for we are both earth creatures. Both mammals. But perhaps we should question the extension of your sense of the bighorn as "One of the most magnificent creatures on this earth" into the desire to kill it. You see, a perfectly natural and logical approach to an animal you admire might be to learn about it, to be concerned about it. But somehow, in the building of our social structure man attempted to cast his predatory instincts from his conscious mind, not realizing that they werd still there in his powerful subconscious. The act of hunting, once necessary for survival and still legitimate as a quest for food, became ritualized into recognition of manhood and statement of status. For once in time, the best hunter was the most respected of men. So quite logically displays of hunting trophies became status and virility symbols. And the sullen resistence by men to women in outdoor fields shows the symbols to be defended as all-male trophies.

You are approaching an animal you admire with the desire to kill it. To possess it. To have it in your power and thereby destroy the thing it was. So the question is, do you really admire the bighorn or do you seek the status of 40 inch horns? Would it not be possible for you to use your gun to kill what you need from the more plentiful deer, and then use your eyes, ears, nose and camera to explore and learn about the animal you admire? The female is, in many respects, more symbolic of and important to the species than the male, so you'd want to learn all you could about them. Your personal studies of the animal in it's own home will, by this type, have made you acquainted with the x males too. And your question as to which ram you should shoot, should you still be interested in killing a bighorn, would be answered. For you might have found that, needing meat, yet caring about the herd, you choose to shoot an old female beyond lamb bearing age. And that the magnificent ram you once coveted is the pillar of the very important male social order who would be sorely missed by the herd.

396

In all honesty with yourself, you must face the question. If you admire the beautiful and magnificent ~~ram~~ living ram, that what could you see in a dead, bloody, lifeless body lying dead because of your gun? Would not a day spent near a band of bighorn rams (It is easily done), moving with them when they move, lying near them when they rest, be more personally satisfying than a dead corpse stuffed and mounted on your wall? And a few color slides you'd taken yourself to illustrate personality characteristics of individual rams more rewarding to show your friends than a lifeless, glass-eyed form gathering dust on the wall?

Please do not take my questions as criticism. I only ask you to face these questions because they are important. The questions relate to your life and to the sociology we live in. For the man who kills that thing he admires can be a very dangerous creature. The human male is an extremely selfish and aggressive creature by nature. This was probably an absolute essential during early evolutionary times when, like the babboon troop, human groups depended on strong and aggressive males to defend them from large and dangerous creatures and to bring home food. But in times when man no longer must slay a sabre-toothed tigre with a spear, males have ritualized their aggressive instincts into highly destructive channels. They wage war and waste vast amounts of the earth's resources in the process of killing each other. They are driven by status and prestige instincts more primitive and obsolete than the spear in a time of sophisticated cynicism and great power. The result is man deprived of his humaness as he loses, through arrogance, selfishness and violence, immense possibilities for the assimilation of other less destructive values. In the final analysis the aggressive man is self-destructive because he tends to destroy the things he loves. He belief that he can only enjoy by posessing deprives him of a world of joy.

What I am saying relates directly to your desire to possess a large bighorn head because males often view large breasts and large horns in the same light. Anything larger is better and more prestigess. The desire to posess ~~xitx~~ the "objects" without concern for the soul within springs from the same well as the desire to kill "Strangers", without concern for the sould within. So wars are waged, bighorns are killed and women are enslaved. And the society that builds up around such men expresses the power and the deprivation of these men. The wild bighorn is touted as the most magnificent of animals as it is systematically exterminated by individuals who profess to admire it.

And so the question is not what ram you should kill, but whether that is really what you want to do and if you have considered other alternatives

for the expression of your admiration. The xxxxx bighorn that you admire balances precariously today on the verge of near-extinction because of land exploitation and hunting. Perhaps a personal involvement in learning about bighorns and pressing government land management agencies for redognition of bighorns in their land management plans would be rewarding. In the process you will be making a positive contribution to bighorns while gaining a better understanding of yourself. And then someday, if you still want to kill a bighorn, it will be no big thing. You will make a choice based on your own relationship to the animal and the needs of the herd to which it belongs. And when you kill the animal you will have a sense of it's willingness to contribute to the flow of your life because you took with understanding and need. The hide you will use for clothing, the horns you will carve into useful objects, and the meat will nourish your body. You will have gained spiritual ties with the earth that will change you. No longer will it be necessary for you to hang a stuffed status symbol on your wall for others to see, for you will know that it is not what others see in you, but what you see in yourself that matters.

James Morgan

National Women's Health Coalition

222 EAST 35TH STREET, NEW YORK, NEW YORK 10016
(212) 684-0217 685-0973

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Executive Director

Executive Committee
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Bronx, New York
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Paula Page
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Philadelphia, Pennsylvania
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Madeline Schwenk
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Rita Sky
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Miriam Zwerin
New York, New York

Medical Advisory Board
Charles Birnberg, M.D.
Michael Burnhill, M.D.
Julius C. Butler, M.D.
Sadja Goldsmith, M.D.
Daphne Hare, M.D.
Jack Lippes, M.D.
Harvey Karman, Ph.D.
Charlotte Levine, M.D.
Malcolm Potts, M.D.
Leonard Roberts, M.D.
Edward Stim, M.D.

December 22, 1972

Dear (Jerry) Mander:

I hope by this time that Stephanie Mills has spoken to you about some of our programs. At this moment, I am feeling the incredible urgency of reestablishing a clinic that can service women in a dignified and medically-sound way.

Some of the enclosed articles should give you an idea of the responsibilities the coalition has. We deal with about 100-200 women a week from across the country who need medical help and are unable to obtain it. In July, we began referring women who wanted menstrual extraction to recognized medical sources. With the help of our medical advisory committee, we prepared a protocol that should have ensured a safe medical technique. Instead we find that the profit abortion clinics have an interest in making this technique not work, that individual doctors, unwilling to take a few minutes to learn the essentials of the technique, are causing unecessary anxiety and pain to their patients and that prices are being jacked up simply because there is more demand for the service.

What we would like to do is reestablish the clinic we opened in 1970 (the enclosed pamphlet will give you an idea of what we did in the first outpatient clinic in the U.S.) In order to accomplish this, we have to regain control of the building (which we bought through no-interest loans and grants) and the charter of the non-profit corporation. I have received assurances that more foundation money will be available to us once we begin the tax-exemption process. (I am enclosing a copy of the proposal which has attracted the promises and we have already reveived sufficient funds to proceed with the study-- that money was given directly to the Population Council--)

In short, we need $4,000. $1,500 as a retainer for Guy Smiley of Smiley & Schwartz, 60 E. 42nd St., NY.C. to begin the necessary litigation and the rest as operating money until the funding can begin. Taking care of our present responsibilities costs us about $500 - $600 a month. I sincerely hope you will help.

399

Merle S. Goldberg

Merle S. Goldberg
Executive Director

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August 17, 1972

Dr. Allan Barnes, Vice President
The Rockefeller Foundation
111 West 50th Street
New York, N.Y. 10020

Dear Dr. Barnes:

I am pleased to present the following proposal to you in keeping with your recent telephone request. As you may know, we are conducting a joint study with the Population Council on the endometrial aspiration technique.

The study being conducted jointly with the Population Council, (see attached letters) would evaluate the technique in controlled centers that follow a standard protocol (attached) after on-site training by consultants provided by The National Women's Health Coalition.

In spite of intense interest in the legal and philosophical battles surrounding the question of abortion, statistics show that those most in need of this medical service - the very young, the poor, minority women and those who have already had six or more children - are the least likely to obtain this service and then at greater risk to their health and happiness. I am writing to ask the Rockefeller Fund to underwrite the cost of establishing an on-going Menstrual Regulation and Information Program and an Obstetrical and Gynecological Paramedic Training Program, in the amount of $321,000 over a two-year period. The complex interlocking four phase program, coordinated by the National Women's Health Coalition, would create and evaluate menstrual regulation services, institute and publish an evaluation of existing paramedic programs; develop a training manual and curriculum for the complete obstetrical-gynecological paramedic; develop, in cooperation with the A.M.A., a comprehensive method of licensing, nationally and internationally; develop and execute a public service campaign to attract women to the field of paramedical practice in sufficient numbers to meet the demand for services; develop a community service campaign to encourage the use of menstrual extraction as a contraceptive back-up and safe method of family planning of the present studies confirming what smaller-scale studies have already shown, alleviating those pressures which continue to force women to bear unwanted children; and to provide in-service training in menstrual extraction techniques, thus making medically safe, low-cost family planning truly available to all.

400

The recent JPSA study of 72,988 abortions, performed from July 1, 1970 to June 30, 1971, about one-seventh of all legal abortions in the United States during that period, shows that most of the patients in abortion clinics are young, single, white women, pregnant for the first time and aborted as private patients. Late abortions were most frequent among women under 18 years of age, nonprivate patients, black women, and mothers who had six or more children.

The risk to health associated with abortions was three to four times as high in the second trimester of pregnancy as in the first trimester. In addition, complication rates in the second trimester increased markedly with the age of the woman and her parity; for the first trimester, there was no association with parity and a slight downward trend with the age of the woman.

Complication rates for abortions by suction, excluding women with preexisting complications, or sterilizing operation, or both, were lower for clinics than for hospitals and lower for hospital outpatients than for hospital inpatients.

Where there was no dilation of the cervix, complication rates were far lower for the earliest abortions.

In one state, where abortion is available without therapeutic or residency requirements, two factors conspire to insure that minority women, older women with many children and the very young will not be served - the high cost of the medical service and the lack of availability through programs in which community trust is reposed.

Yet a time-tested method of facilitating family planning, which would surmount these two obstacles, and is outstanding for its record of safety and simplicity with resulting low cost of service at the point of delivery and a lack of emotional and physical trauma associated with late abortions - has been available for over 50 years. A procedure known as "endometrial biopsy" to remove the uterine wall is still being performed by physicians, but all too often with outdated metal instruments, which endanger the walls of the uterus and in a judgmental atmosphere which discourages the patients from using this procedure when needed and other women from seeking this service. (See attached documents for further details.)

However, with the recent development of a thin flexible tube, used to suction the month's endometrial buildup from the uterus, the menstrual regulation can occur with little danger to the patient. The safety of the new instrument, designed with a blunt tip which collapses when excessive pressure is exerted by the uterine wall, virtually eliminating the possibility of perforation, makes it possible for the operation to be performed in a community facility by trained paramedics at little cost to the patient.

In the United States, carefully controlled studies published thus far, plus the absence of reports of other complications in other instances, further establish the safety and reliability of this technique in the hands of both medical and paramedical personnel. The recent experience of National Women's Health Coalition in cooperation with International Planned Parenthood Federation in Bangladesh establishes beyond doubt that where a woman is already a paramedic, this additional procedure can be rapidly and safely learned and used.

According to Cyril C. Means, Jr., the legality of using the menstrual regulation procedure as an abortion technique differs from state to state. Where intent is not part of the law of the state the procedure is legal. If intent is part of the law of the state, the burden of proof rests with the state not the medic, according to a Supreme Court decision in the Vuitch Case in 1970. In addition, since the procedure is used both to regulate menstruation or as a diagnostic procedure, the second effect of which is the termination of pregnancy, it becomes virtually impossible to establish intent.

I have attached a four phase plan which would make it possible to have this service widely available, which expands the range of existing paramedical services. National Women's Health Coalition will be working in cooperation with Planned Parenthood - World Population and Affiliates, CHOICE, facilities already engaged in Paramedic Training, The International Child Care Education Association, other health care organizations and Women's rights groups. With the support of the Rockefeller Foundation, we hope to begin the organizing of an adequate structure to deal with the health care and their many facets - in short, a community-based "well-woman" clinic which could service the healthy woman at a reasonable cost.

Sincerely,

Merle S. Goldberg

Merle Goldberg
Exec. Director

Encl.

THE PLAN

Phase I

The training of medical and paramedical personnel through the use of five health professionals as Trainers. Traveling over the country during a five month period, meeting with public health personnel and at least 500 physicians, the Trainers will offer three-day workshops of intensive work and study. The precedent for this training program is to be found at the Brooklyn Project for Reproductive Health, the private group practice of Roberts, Rossoff and Berk, Queens, and the Paramedic Training program at Harbor General Hospital in Los Angeles.

A follow-up program of helping those trained by the NWHC personnel, will be instituted so that the effect will radiate out into ever increasing numbers. And studying effects of the program through the study conducted by the NWHC and The Population Council.

Phase II

An overall evaluation of services now in operation across the nation in terms of effectiveness of services now being provided. A complete survey of in-service training of paramedical personnel.

Phase III (running parallel to Phase II)

Determining which of the facilities evaluated could with some supportive help provide the additional service of menstrual regulation. Where necessary, the providing of additional technical information and equipment to improve the quality of all services rendered. Many authorities here and abroad feel that much of the family planning and healthy-woman ob-gyn care, including cancer detection and midwifery, can be removed from the clinical practice to the province of paramedics. By providing on-site training at key locations, we should be able to provide service throughout the country in reputable facilities.

Special attention would be paid to the need for accurate record keeping, history taking and the training of paramedics in abstracting relevant information from the resulting records, extending services of existing centers and helping those centers make known and available their services to the community.

Phase IV

* The organizing of a week-long conference at the end of the year for all those trained by NWHC personnel and their students to evaluate their experience, simplify the technology, prepare a detailed Training Manual and Curriculum.

* A procedure for qualifying and licensing the paramedic will also be forged at the conference in cooperation with AMA.

* The evaluation of the year's work along with the compiled statistics from all the centers studied will be published.

* Recommendations for establishing five key training centers so that comprehensive training of licensed domestic and foreign personnel can be instituted in an organized manner - thus insuring the on-going continuing education and high standards of service for new and experienced paramedics.

NWHC BUDGET

Menstrual Regulation and Information Program and Gyno-Paramedic Training Program

Training & Curriculum Development

Travel & Training 5 Trainers - 60 Trips at $600 per trip for transportation, fees and per diem		$ 36,000
Professional - $150 per day for 3 days	$ 450	
Travel & per diem	$ 150	
	$ 600	
Training costs and salaries of Trainees to be borne by the local facilities		
Case evaluation (joint study of Population Council & NWHC)		
Each participating clinician would be paid $2.50 per case study - 5,000 cases the first year	$12,500	
Coding	2,000	
Postage	2,000	$ 16,500
The Population Council is assuming the other costs of organizing and publishing data		
	TOTAL	$ 52,500

Training Manual & Curriculum Development

Writer's salary (3 months)	$ 5,000	
Travel & expenses	1,000	
Printing, publication	14,000	
(distribution of 1,000 Training Manuals and 5,000 Curricula to be handled by the National Women's Health Coalition	$ 20,000	
	TOTAL	$ 20,000

Weeklong Conference & Follow-up $ 82,000

(estimated in advance of exact numbers attending, space needed and design of follow-up requirements)

ADMINISTRATION

Director	$17,500	
Assistant Director	12,500	
Secretary	8,500	
Bookkeeping	10,000	
Telephone & referral operation	7,500	
SALARIES		$ 56,000
Office rental and utilities	$15,000	
Office equipment	5,000	
Telephone	5,000	
Postage/stationery	2,500	
OFFICE EXPENSES		$ 27,500
ADMINISTRATION		$ 83,500
Total budget for two year period		$167,000

(to organize program, conference and coordinate conference follow-up, and insure continuing high standards of training).

TOTAL	$321,000

20

The Abortion of Tomorrow

By Mildred Hamilton

The abortion of tomorrow may be a 60-second drug-free office procedure handled by a nurse or midwife — all for $30.

Three doctors whose pioneering work is pointing in that direction received awards from the Consumer Medicine Association, a national network of women's health groups in a ceremony last week in the University of California, San Francisco department of obstetrics and genecology.

Merle Goldberg, vice-president of CMA and executive director of the Women's Medical Center of New York, came here to honor:

- Dr. Alan J. Margolis, professor of obstetrics and gynecology at UCSF, member of the medical advisory committee of Planned Parenthood - World Population, and chairman of the Ad Hoc Committee of the San Francisco Center for Legal Abortion, which he helped organize.
- Dr. Sadja Goldsmith, also an obstetrician - gynecologist, director of the teen-age clinics of Planned Parenthood, clinical instructor at UCSF, and clinician at the Center for Legal Abortion.
- Dr. Harvey Karman, Ph.D., director of psychosomatic research at Los Angeles' San Vicente Hospital, and inventor of the small plastic aspiration tube used in the new simpler, easier and less expensive outpatient abortions.

'I want to see profiteers put out of business'

"These three prove abortions do not have to cost $950 each but can be done at low cost with dignified, compassionate, patient treatment," said Miss Goldberg. She presented engraved silver trays to the two San Francisco gynecologists and a $1000 grant to Dr. Karman to train women para-medics to handle clinic abortions.

"Dr. Goldsmith and Dr. Margolis had the courage to verify Dr. Karman's invention and to publish their findings in the American Journal of Obstetrics and Gynecology," said Miss Goldberg. "We couldn't have achieved our outstanding New York abortion program without their pioneering work, which benefits women throughout the world."

She believes the $150 fee, now charged in New York abortion clinics, can be reduced as the use of the new technique spreads. Dr. Karman predicted a "future reasonable fee of $30," and Dr. Margolis said, "An effective procedure is more important than the cost, but I do want to see profiteers put out of business."

Dr. Karman's invention is a flexible plastic tube of approximately one-fourth of an inch in diameter and about eight inches in length, attached to a suction chamber. The tube, inserted in the uterus, draws out the tissue without dilating the cervix, early in a pregnancy — within 10 weeks of the last menstrual period.

Dr. Goldsmith and Dr. Margolis' published study involved cases of conscious patients given only local anesthesia. "We are currently studying even earlier abortions — within three weeks of a missed period or as soon as the pregnancy test is positive," said Dr. Goldsmith. "These use even smaller aspiration cannula (tube)."

"One important thing is to educate women who want an abortion to have attention early when it can be a simple office matter," said Dr. Karman.

Dr. Goldsmith and Dr. Margolis, who expect to publish results of their latest scientific study soon, also are looking for alternative methods to achieve suction, without large machines, for use in licensed clinics or doctors' offices, in developing countries unable to afford expensive machinery, or even in areas without electricity.

"Abortion has had a world-wide impact in this decade," said Dr. Margolis. "Techniques are bound to change. They are moving toward programs in which nurses and midwives can handle early abortions. This has yet to be demonstrated on a large scale but pilot projects will be under way soon."

The program at UC also was a farewell party for Dr. Margolis, who leaves this week for a sabbatical year at Princeton University as a "visiting scholar."

407

New birth control: 'Instant period'

By Gwen Gibson
L.A. Times/Wash Post News Service

A radical technique, described as the first effective bridge between birth control and abortion, is finding acceptance in the U.S. and other countries. It is known variously as "the overdue treatment," the "instant period" and, more commonly, as "menstrual regulation."

Involving simply and commercially available instruments, the procedure allows a woman with a suspected and unwanted pregnancy simply to have her menses, or monthly menstrual period, extracted. This can be done in a minute or less with little or no pain, provided the woman is no more than a week or 10 days past due.

A chief advantage, at least in the minds of proponents, is that the patient is relieved immediately from all anxieties without ever having to know whether she was pregnant. The most enthusiastic proponents see menstrual regulation as the ultimate birth control weapon which could make abortion—or, at least, other more complicated abortion procedures—obsolete.

Opponents view it as another out-and-out abortion technique, still illegal in many states and with inherent and still unknown dangers involved.

Whatever the case, menstrual regulation is here. And it is available at prices within the reach of virtually all women—for two pounds ($5.20) in London, for $25 in Los Angeles, for $30 in New York.

The London price was introduced at a nonprofit clinic headed by Dr. Geoffrey Davis, a noted Gynecologist and family planning consultant. In Los Angeles, $25 menstrual extractions are available at several hospital clinics that take referrals from the Free Community Service Center.

In New York, a group called the National Women's Health Coalition has started referring women interested in undergoing the procedure to doctors who are performing it. The referral service's telephone numbers are 212 685-0973 and 212 684-0217. A spokesman said the menstrual extractions are performed for up to $30.

This compares with prices of from $150 to $1,500 still being charged across the U.S. for abortions performed at later dates by doctors employing older, standard medical practices, notably dilation and curettage or dilation and vacuum aspiration for early pregnancies and saline injections or hysterotomies for advanced ones. Current medical textbooks list about 44 steel forceps, clips, dilators, serrated curettes, clamps and tenacula as standard equipment for the D and C procedure.

It is small wonder that the advent of this relatively simple technique has generated controversy and farflung interest. Some gynecologists contend that the menstrual-regulation concept is receiving public attention too early, before its safety and long-range effects have been adequately tested in proper medical settings.

In addition to the outlets in London, New York and Los Angeles, doctors are using the new technique experimentally in hospital or clinic settings. Many are known to be offering a menstrual-regulation service to private patients, describing it as a "diagnostic procedure" akin to the endometrial biopsy, or as "a pregnancy test for the woman who doesn't want to be pregnant."

Women, an unknown percentage of whom are trained paramedics, are performing menstrual extraction on each other in nonprofit, self-help clinics across the U.S.

All it takes for a menstrual extraction is a plastic speculum; a soft, flexible cannula, or tube, only four millimeters in diameter (roughly the size of the filler for an average fountain pen), and a vacuum syringe or other vacuum device.

UPI Photo

Menstrual regulation offers women a chance to terminate an unwanted suspected pregnancy with little or no pain at far less cost than other abortion procedures.

The equipment was developed after years of research by Los Angeles psychologist Harvey Karman, director of psychosomatic research at San Vincente Hospital, who believed that standard abortion techniques were "barbaric," and that the instruments used to perform these had not been improved "in a century."

Karman first began pioneering the development of "nontraumatic" abortion methods 20 years ago while a psychology intern at the University of California at Los Angeles doing research on the emotional aspects of therapeutic abortion. He developed a simplified method of terminating early pregnancies without the use of hard metal instruments, without the need for dilating the cervix and without anesthesia—except for what Karman calls "verbalanesthesia."

He also developed the "supercoil" system for terminating advanced pregnancies as a substitute for the more complex saline infusion.

His key device is the soft plastic cannula, which replaces the razor-sharp-steel suction curette. The Karman cannula conforms to the shape of a woman's body. It has a blunt tip that collapses when excessive pressure is exerted on it by the uterine wall. Thus eliminating the possibility of perforation. The menstrual extraction technique is simply a refinement of this early nontraumatic abortion method, employing the smallest cannula (4-mm.) yet devised.

Karman does not yet hold a patent on these instruments, and, like so many other inventors, he apparently is going to be the last to profit. This is true, although Karman or Karman-type cannulas are being manufactured—along with the other equipment for menstrual regulations or early abortions—by a number of commercial concerns, including Medical Concepts of El Segundo, Calif.; Berkeley Bio-Engineering of Berkeley, Calif.; Rocket of London Inc., of New York, and by other outlets in New Jersey and Pennsylvania and in London, Stockholm and India.

Medical Concepts' quoted prices were the lowest: Disposable cannulas for under $1, disposable syringes for under $2, and a package kit containing instruments for both menses extractions and terminations of advanced pregnancies for under $15.

Despite the genuine concern of many opponents, there have apparently been at last a dozen or so scientific studies that point favorably to the use of menstrual extraction—at least from a medical standpoint—on an outpatient basis, using the new plastic "soft-wear" instruments.

Among gynecologists who have studied the very early abortion or menses extraction concept are Dr. Alan J. Margolis, professor of obstetrics and gynecology at the University of California at San Francisco, and Dr. Sadja Goldsmith, director of teenage clinics at planned parenthood in San Francisco.

In a paper presented to the American Association of Planned Parenthood Physicians at Detroit in April, they write:

"The authors have accumulated data which show that very early pregnancies (less than five weeks ovular age) can be aborted regularly with minimal cervical stretching an insignificant blood loss."

In a telephone interview, Margolis, however, wanted to stress one point:

"Our attitude at the University of California at San Francisco is that we are willing to perform menstrual extraction on our patients, within the letter of the law, where there is a concern about pregnancy and the woman is very adamant about the fact that she does not wish to be pregnant," he said. "But we are very anxious that our patients adopt conventional means of birth control. We are not advocating the monthly use of menstrual extraction for this purpose." /II

408

New Birth Curb: Experts Wary

By LINDSAY MILLER

Remembering the enthusiasm that greeted the Pill and the IUD, a number of doctors and womens' health activists are being a little more cautious before acclaiming the newly-popular "menstrual extraction" technique as the be-all and end-all of birth control.

Menstrual extraction is used in the 10-day span after a woman misses an expected period, the medically gray area when no pregnancy tests work. A thin, flexible plastic tube is inserted into the uterus and the menstrual lining is removed by suction. If a fertilized egg is present, that is removed too.

"As a woman, I know the anxiety women go through when they think they've missed their period and don't want to be pregnant. Even if they've been using contraception, they're worried," said Dr. Mary Lane, clinical director of contraception services at the Margaret Sanger Research Bureau.

Internat'l Study Underway

"But as a doctor, I know there must be good thought-out research on any method of evacuating the uterus at an early stage. Our experience with the Pill and the intrauterine device shows us we must look into all possible complications and side effects before proceeding."

She was speaking yesterday at a meeting at the Community Church, 40 E. 35th St., called by Merle Goldberg, executive director of the Women's National Health Coalition. It has just started a free referral service to clinics and doctors here that perform menstrual extractions.

Dr. Lane stressed that she was speaking as an individual at the meeting. She said the Margaret Sanger Research Bureau, however, is cooperating in an international study of menstrual regulation being conducted by the Carolina Population Center at the University of North Carolina.

On hand to answer specific questions yesterday were three New York gynecologists who are performing menstrual extractions and Dr. Harvey Karman, the Los Angeles psychologist who developed the 4mm. flexible plastic cannula used in the technique.

One major concern was whether women could use this method on a regular basis. Lolly and Jeanne Hirsch, a mother-daughter team from Connecticut who said they represented the Self-Help Clinics of America, passed out a statement urging women perform the technique on themselves monthly as a way to "gain control of their own reproductive lives"

"I personally feel that as little manipulation as possible should be done to a woman's uterus," said Dr. Edward Stim, an instructor in obstetrics-gynecology at Albert Einstein College of Medicine and physician at Lincoln Hospital in the Bronx. "I see no reason to perform this on a monthly basis."

Gilda Abramowitz of the Women's Health and Abortion Project, read a statement from a group of concerned women raising other questions:

"How many women using menstrual extraction are pregnant, how many simply late in menstruating?

"For how many women is a late or missed period a sign warning of potential medical problems and not pregnancy? What is the rate of retained tissue? Of perforation?"

The group said they were forming a Womens Advisory Board to "oversee menstrual extraction experiments through regular inspection visits, follow-up and review of records and statistics.

The group includes members of Health-PAC, New Yorkers for Abortion Law Repeal, Women's Collective for Alternate Therapies, as well as the Women's Medical Center, Women's Health and Abortion Project and Half of Brooklyn, a women's liberation group.

"The potential for unscrupulous doctors is enormous," their statement continued. "Think of how many women have late periods for various reasons. There are, of course no regulations concerning doctors and clinics fees, and we have seen how abortion has become big business in New York."

409

THIS PLAQUE COMMEMORATES
THE OPENING OF THE
WOMEN'S MEDICAL CENTER
ON THE 50TH ANNIVERSARY
OF WOMEN'S SUFFRAGE.
THIS CENTER IS DEDICATED
TO PROVIDING MEDICAL,
PSYCHOLOGICAL AND SOCIAL
SERVICES TO ALL WOMEN
WITH DIGNITY, COMPASSION
AND UNDERSTANDING.

AUGUST 26, 1970

410

THE NON-TRAUMATIC ABORTION

Psychological Preparation in Conjunction with Procedural Refinements

Introduction

In early pregnancy, where uterine aspiration is usually the preferred method for evacuating uterine contents in the first trimester, it has been generally assumed that the cervix must be dilated one millimeter for each week the pregnancy has progressed.

Research conducted at the Women's Abortion Clinic in Los Angeles and the Women's Medical Center in New York, has determined that, contrary to common medical practice, dilation is not necessary in the early stages of pregnancy. A cannula of 4 mm OS diameter has been found to be sufficient to aspirate the products of conception under eight weeks gestation and that a 6 mm cannula is effective through the tenth week.

A major advantage of this discovery is that the need for anesthesia is obviated, as well as the possibility of attendant drug reactions. Mechanical dilation of the cervix can be extremely painful, but cannulas of such small size are easily insertable through the undilated, gravid cervix.

In addition to determining the diameter size necessary to accomodate the density of uterine tissue in patients no more than ten weeks pregnant, it was further discovered that a flexible, double-eyed cannula has advantages not found in the conventional, rigid suction curette.

Displacing the uterus by extending it toward the introitus is unnecessary as the cannula will follow the natural curve of the uterus even in the most severely retroflexed cases. There is very little blood loss, the average being 30 cc at the time of aspiration, with intermittent spotting for 24 hours. In no case did the blood loss exceed 100 cc. .02 Mg. of methergine administered prior to uterine aspiration did not significantly decrease the quantity of blood loss.

Another feature of the cannula in question* is that the distal end has been designed to collapse from forward pressure, virtually eliminating the possibility of perforation. Clogging is avoided by the juxtaposition and configuration of the two apertures. Twenty-five to twenty-seven inches Hg is required for efficient evacuation. Most commonly used aspirators in good repair should meet this specification.

It should be emphasized that the psychological preparation provided each patient is considered an important additional factor in minimizing pain, which is known to be potentiated by fear and anxiety.

*The Karman Cannula, presently manufactured by Bard-Parker, Rutherford, New Jersey.

Procedure

The cervix is exposed by speculum*. Use of tenacula is discouraged in favor of small forceps* as the cervix needs only to be stablized rather than displaced.

The cannula is introduced slowly and rotated gently until the slight curve of the instrument matches the curve of the uterus. When the sac is encountered, the aspirater is activated. Rotating the cannula one quarter turn in both directions for approximately 60 seconds, during which the cannula is slowly retracted, usually proves sufficient for total evacuation. The conceptus is examined immediately for confirmation.

A small blunt sims type curette can be used for checking the uterine wall, but with increased experience, the operator will find that the cannula itself can be used for this purpose.

Summary

Uterine aspiration without cervical dilation, or the use of anesthesia, has been found to afford various advantageous when utilizing a specially designed cannula. The procedure is relatively non-traumatic, both physically and emotionally, when offered in conjunction with psychological support.

The goal of providing safe and inexpensive abortions would seem feasible in clinics replicating the Women's Medical Center of New York.

These figures are based on 2600 procedures performed in Los Angeles, San Francisco and New York.

*A special vaulted speculum and stabalizing forceps have been developed and will soon be available.

Community Service Medical News Letter
11914 Santa Monica Boulevard
West Los Angeles, California 90025

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412

SELECTION CRITERIA

It is important that the women selected for the Karman procedure meet very specific criteria. Length of gestation is important since fetal tissue in the second trimester cannot be readily evacuated through a 6 mm. cannula . Larger, flexible cannula are also available but dilitation and anesthesia are usually required with the larger cannula. Obese women must be carefully questioned as in these cases palpitation is often unreliable. Severe stretch marks are evidence of poor tonality and may be sufficient reason for recommending against an office procedure.

Women who have had more than four children or who are over 40 are also suspect unless sufficient evidence is available to indicate otherwise. A complete physical examination should be administered and each patient evaluated on an individual basis.

Since this method is considered less traumatic than others in use, it is most appropriate where complications might be anticipated (approximately 5 per cent of the cases). But in these cases, availability of an emergency back-up makes hospitalization more appropriate.

The key criteria for aspiration with the Karman cannula is, or course, the length of gestation, the ideal being from five to 10 weeks. The major benefit of this procedure is that it is literally no more complicated than an insertion of an IUD or the initial exploratory step of sounding the uterus. Consequently, if at any time, it is decided that more elaborate management is necessary, the patient can simply be transferred to a hospital. This is especially feasible since the patients are at all times ambulatory and undrugged.

In those rare cases when the gestational size was simply underestimated, it is only necessary to proceed with routine dilatation and suction curettage.

STATEMENT OF DR. MICHAEL W. BERGMAN, MEDICAL DIRECTOR OF THE WOMEN'S MEDICAL CENTER, NEW YORK, AT THE PUBLIC HEARINGS ON DEPARTMENT OF HEALTH GUIDELINES ON ABORTION--- JULY 15, 1970

Perhaps more superstition and misinformation is found concerning abortion than any other aspect of medicine. For thousands of years, abortion has been the most widely-used method of birth control. Yet--- more often than not---women were, and are, forced to undergo a degrading and humiliating experience, compounded by fear, guilt and social disapproval.

In describing abortion, medical opinion is widely varied. We hear from one source that the abortion process is the simplest of medical procedures, and from others than an abortion procedure is a highly-complicated and life-risking act. In point of fact, both of these statements are true. Those women, who are fearful and intimidated, who cannot find a cooperative physician and who have waited several months before having their pregnancies terminated, do increase the element of risk.

On the other hand, the woman who is seen early in her pregnancy and who is aborted early, assumes far less risk than a woman who carries her pregnancy to term. In the first 10 days of July, we performed 102 abortions using a new technique and a new type of suction curette with no incidence of laceration, hemorrhage, uterine perforation or post-operative infection. This technique was developed over the past four years by the Los Angeles Women's Abortion Center, under the direction of their abortion research director, Dr. Harvey Karman, who is now serving as our consultant. In my opinion, this new procedure makes inexpensive, out-patient abortions a reality.

To this end-- the safe and early termination of unwanted pregnancies, we have organized the Women's Medical Center of New York. This center was inspired by the support and encouragement of people from the Council for Population Balance, the Women's Liberation Abortion Project, Zero Population Growth, the National Task Force on Abortion of the National Organization of Women, the National Association for the Repeal of Abortion Laws and many others.

The Women's Medical Center will, I believe, serve as a demonstration model for the nation.

(excerpts)

STATEMENT OF DR. HARVEY KARMAN, CO-FOUNDER OF THE LOS ANGELES WOMEN"S ABORTION CENTER AT THE PUBLIC HEARINGS ON DEPARTMENT OF HEALTH GUIDELINES ON ABORTION----------JULY 15, 1970

The establishment of the Los Angeles abortion center represents the collective efforts of many groups and of many people who felt compelled to present a legal challenge to the abortion laws and I think it has given us some experience which you will find useful.

In the process of interviewing hundreds of women who had experienced abortions, we found a wide variety of techniques were utilized with perhaps the only commonality being the emotional impact upon the woman. In the vast majority of cases, the experience was remembered with negative feelings including a sense of guilt, shame, of somehow having been degraded as a human being. It was our intention that any crisis can be a learning experience which can make the person better able to cope with future problems and thereby increase their sense of self-worth.

We found that the women were just as fearful and just as guilt-ridden about the hospital abortion as they were about the "illegal abortion." Many women who had experienced both types indicated that the hospital abortion had been the greater ordeal. I mention this, not to be critical of hospitals but I think the findings indicate a need for further investigation. Hospitals are generally understaffed. They must be efficient if they are to survive economically. Procedures must be scheduled to meet the convenience of a busy staff and there an innate conservatism which discourages innovation. But, most important, is the fact that hospitals are unable to give sufficient concern to the emotional aspects of a woman facing a situation which for years has been shrouded in fear and superstition.

We felt that new techniques were needed with regard to both the physical and to the emotional approach to the problem. Since it is well-known that fear and anxiety potentiate pain, we hypotheized that the pain could be minimized, perhaps eliminated, if the patient could approach the experience feeling relaxed and reassured.

We noted that the hospital procedure forces the woman's anatomy to conform to the size and shape of available instruments. It seemed more humane to us and more medically practical to provide each patient with the instruments designed to fit the size, shape and position of the organs involved. As a consequence of our research, we have terminated over 2,000 pregnancies with-

out having to dilate the cervix, without having to displace the uterus with tenaculums and without the use of anesthesia (except in 15 per cent of the cases where a paracervical block was used).

The simplicity of this procedure, which is effective within the first 10 weeks, eliminates those dangers with which we are all concerned. Because the uterus is not displaced by tenaculums and because the cervix is not enlarged to several times its normal diameter, there is no danger of cervical laceration. With the use of a small, flexible suction tip, the danger of a perforated uterus is avoided. Because no anesthesia is administered, there is no possibility of an adverse drug reaction. In most cases, the uterus was evacuated in less than 60 seconds.

The closest analogy, in terms of risk and discomfort, would be the insertion of an intra-uterine device in a doctor's office. The point is obvious-- out-patient procedures, using this technique, are safer than those performed in hospitals

Most significant, if we are to respect the opinions of our expatients, the center's most important contribution has been in helping women meet this experience with a sense of dignity and renewed confidence in themselves as human beings.

Our most persuasive advocates are the women who have been freed--safely, quickly and inexpensively-- from an unwanted pregnancy.

(excerpts)

REPORT OF THE WOMEN'S MEDICAL CENTER, NEW YORK, JULY 1 -AUGUST 10, 1970

(All the abortions in this study were performed by Dr. Michael W. Bergman in one treatment unit, utilizing the Karman cannula. Patients, who for medical reasons, were unable to be aborted by this method, were referred to other procedures.)

A total of 262 patients were seen during this period, ranging in age from 14 to 43. Duration of the pregnancies ranged from five to six weeks gravity; parity 0-7. Forty-three per cent of the patients were married. A total of 22 additional patients who were seen, were not pregnant. Thirty-six patients were given IV Talwin and Phenegran, while five asked for and received paracervical blocks.

In 75 per cent of the cases, the collected blood loss was less than 30 cc. No matter what stage of gestation, no more than 100 cc. of blood was collected. There was not a single case of hemorrhage or uterine perforation.

GESTATION PERIODS	WEEKS	NO. OF PATIENTS
	4	2
	5	1
	6	18
6 mm.	7	20
curette used	9	31
	10	49
	11	33
8 mm. curette used	12	31
(with dilatation)	13	12
10-12 mm. curette used	14	10
(with dilitation)	15	1
	16	1

AGE	NO. OF PATIENTS	AGE	NO. OF PATIENTS
14	2	28	9
16	1	29	4
17	16	30	2
18	21	31	2
19	22	32	2
20	22	34	2
21	37	35	2
22	19	36	2
23	18	37	2
24	17	38	1
25	22	39	1
26	8	42	1
27	14	43	1

REPORT OF 2,124 ABORTIONS PERFORMED AT THE WOMEN'S ABORTION CENTER, LOS ANGELES, ----------MARCH 1 - AUGUST 1

(All the abortions in this study were performed utilizing the Karman cannula. Patients, who for medical reasons were unable to be aborted by this method, were referred to other procedures).

A total of 2,124 patients were aborted during this period; ranging in age from 12 to 39 years. Duration of the pregnancies ranged from five to 16 weeks; gravity IV. A total of 32 per cent of the patients were married. All were pre-counseled. Eighty-five per cent (1,802) of the patients required no anesthesia; 15 per cent (322) were given a paracervical block (xylocaine). In the 15 per cent group, 108 patients (34 per cent) required IV Talwin (1 cc.) and Phenergan (.5cc).

Collected blood loss in 80 per cent of the cases was less than 30 cc. In no case was the blood loss more than 100 cc.

There were no cases of hemorrhage, uterine perforation or post-operative infection. A total of 163 patients came to the center with pre-operative vaginitis and were treated for the infection.

AGE	NO. OF PATIENTS	AGE	NO. OF PATIENTS
12	1	26	62
13	1	27	28
14	24	28	32
15	12	29	31
16	44	30	12
17	162	31	11
18	207	32	14
19	286	33	7
20	200	34	1
21	251	35	2
22	285	36	2
23	291	37	3
24	71	38	1
25	82	39	1

GESTATION PERIODS	WEEKS	NO. OF PATIENTS
	4	9
	5	13
4 mm. cannula used	6	45
	7	104
	8	305
	9	389
6 mm. cannula used	10	518
	11	525
8 mm. cannula used	12	90
(with dilitation)	13	59
	14	30
12 mm. cannula used	15	24
(with dilitation	16	13

418

FINANCIAL FEASIBILITY

The simplicity of the non-traumatic abortion makes practical the use of treatment rooms rather than the more expensive and less available operating rooms. Recovery rooms which double as dressing rooms are used, on the average, for less than 15 minutes per patient. This includes the occasional patient who wants to lie down for a few minutes following the procedure. One doctor assigned to one room can do three to four procedures in one hour. (It is not overly difficult for one doctor using three treatment rooms to perform 10 procedures in one hour.) Consequently, the feasibility of providing inexpensive, outpatient abortions in a clinic setting has urgent implications for every community interested in being prepared for the impending changes in the abortion laws. The sample budget on the following page is intended only as a tentative guideline, as it must be, given the inevitable variables.

SAMPLE BUDGET

ESTIMATED MONTHLY OPERATING STATEMENT

(based on 20 operating days/month)

REVENUES

3 Units at 18 Patients/Day (54 Patients/Day) 1,080 Patients/Month $50/Patient	$54,000	
TOTAL REVENUE		$54,000

EXPENSES

1. Treatment

Medication (22¢/Patient)	$ 238
Disposables ($2.30/Patient)	2484
Lab ($3/Patient)	3240
Miscellaneous	350
TOTAL TREATMENT -	$6312

2. Personnel

5 Gynecologists at $200/Day	$20,000
3 Ob/Gyn Nurses at $40/Day	2,400
2 Lab Technicians at $150/Week	1,200
1 Director of Volunteers	1,000
Administrative Director	1,250
Office Manager	600
Secretary	520
Stock Clerk	600
Bookkeeper	550
	$28,120
Fringe Benefits	2,812
TOTAL PERSONNEL -	$30,932

3. Rent (based on $1/sq. ft.)

200 sq. ft.	-	for Treatment Rooms
100 sq. ft.	-	for Recovery/Dressing Rooms
200 sq. ft.	-	for Counselling Rooms
100 sq. ft.	-	for Lounge (Training Room)
100 sq. ft.	-	for Storage
100 sq. ft.	-	for Labs

TOTAL RENT - $1,000

4. General and Administrative

Gas and Electric	$ 125
Insurance	2,160
Custodian	500

continued .....

Expenses, Item No. 4 (continued)

Telephone (incl. 24 hr. ans. service)	$200
Refreshments	250
Miscellaneous office supplies	400
Laundry	100
Miscellaneous	500
	$4,235
Contingency Factor	4,000

TOTAL EXPENSES	$46,479
EXCESS OF REVENUES OVER EXPENSES	$ 7,521

If an abortion service were to be added to an existing clinic with a goal of treating 360 patients/month, the following figures would be applicable. (In the case of both personnel and services not utilized solely by the abortion services, the cost to the new operation have been estimated at one third).

Personnel expenditures would come to a total of $7,260 (including fringe benefits) with one gynecologist, one nurse and one nurse's aide being estimated at full salary; the rest at one third salary.

Rent is estimated at $250 based on a need for 250 sq. ft. of space.

Under general and administrative expenses, gas and electric, and telephone service have been readjusted. Malpractice insurance is estimated at $720 ($2/patient), while the rest of the budget items in this category remain the same.

Anticipating $18,000 (based on $50/patient), expenses are estimated at $15,724; making an estimated surplus of revenues over expenses of $2,276.

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October 1, 1970

BOARD OF DIRECTORS AND OFFICERS OF WOMEN'S MEDICAL CENTER

Merle S. Goldberg 222 East 35th St., N.Y.C.	-Executive Director, Ass't. Secretary; Ass't. Treasurer
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Dr. Harvey Karman Community Services Center 11914 Santa Monica Blvd. W. L.A.	-Director of Education and Research
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Ruth Smith One West 72nd St., N.Y.C.	-Executive Director, Abortion Rights Assn. of New York

GARY J. NEAR
ATTORNEY AT LAW
473 JACKSON STREET
SAN FRANCISCO, CALIF. 94111
(415) 398-4727

August 15, 1972

Michael Phillips
Glide Church
330 Ellis Street
San Francisco, California

Re: Point Foundation v. Bank of America

Dear Michael:

Our little adventure has stirred up quite a hornet's nest and that is terrific. I've had inquiries from all around the country from groups like Nader's outfit, Common Cause and congressional representatives to more adversary types like the American Bankers Association. In alimited sense we have already accomplished a major objective, which is to snuff out these guys for their financial dealings.

Enclosed is a copy of the New York Times article on the lawsuit. If you have any suggestions as to who might like a copy of the lawsuit please let me know and I will send them a copy. Perhaps somebody like Alice or Phil More, etc. Also, if you know where some bread may be available for the prosecution of this lawsuit, let's swap thoughts on that matter. It won't take much, but if we can muster up a few thousand bucks it certainly would be helpful to defray the necessary costs. Otherwise I'm committed to do it myself which I will do if necessary. Give this matter some thought.

Anytime you and Sharon would like to pop up to Inverness for a stay let me know and the place is yours.

Kind regards,

Gary

GARY J. NEAR

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encl.

423

N.Y. Times
8-11-72

BANK OF AMERICA IS SUED OVER GIFT

Aid to Anti-Environmental Campaign Is Attacked

By WALLACE TURNERS
Special to The New York Times

SAN FRANCISCO, Aug. 10—Environmentalists sued the directors of the Bank of America today for punitive damages of $1-million and restoration of $18,792.50 that the bank contributed in opposition to a proposed environmental law that was voted down in the California primary June 6.

The plaintiffs are the Point Foundation, a non-profit organization financed from the proceeds of the Whole Earth Catalogue, publication with strong environmentalist leanings, and Jeffrey Woods Zinsmeyer, a stockholder in the bank. The number of shares they hold was not disclosed.

The action was filed in the California Superior Court here. It alleges that the directors of the bank owed a fiduciary duty to the bank and its shareholders to protect their interest and the interest of minority stockholders.

It is alleged that the directors, instead, made an illegal political contribution that violated the California Corporations Code. The plaintiffs also say that the contribution is not deductible under Federal tax rules as a cost of doing business, which would mean that the shareholders would have pay the entire cost of the contribution, whether or not they opposed the proposed environmental law that the money was used to defeat.

Called Waste of Funds

This was "a wasting of corporate funds," the suit alleges, and was a political contribution that was "against public policy" as well as "beyond the express or implied powers" of the bank directors.

The suit alleges that the contribution was "done wilfully and wrongfully and in disregard of the best interests of the Bank of America and its shareholders, including the minority shareholders."

On June 9, three days after the environmental initative was defeated, Gary J. Near, attorney for the plaintiffs in the suit, wrote to A. W. Clausen, president of the bank, to ask that the contribution be restored to the bank by the directors who approved it.

On June 16 and June 28, according to exhibits in the suit, attorneys for the bank responded to Mr. Near by asserting, "Contributions in support of or in opposition to local ballot propositions (as distinguished from candidates for Federal office) do not violate either the policy or the purpose of the Federal Corrupt Practice Act."

Request Turned Down

Robert H. Fabian, senior vice president and general counsel for the bank, said in the June 16 letter that many court decisions had upheld the right of corporation management "to make contributions to causes which the management concludes in good faith are worthy of support and consistent with the long-range best interests of the shareholders."

The later letter notified Mr. Near that the bank directors met the week of June 21 and "rejected your demands."

The contribution involved was made to an organization called Californians Against the Pollution Initiative. According to reports filed with the California Secretary of State on June 11, the organization collected $1,412,019 for its campaign.

The initiative was defeated decisively.

The list of contributors filed with the final report included some of the major national companies in the petroleum, chemical and power-generation fields.

424

GARY J. NEAR
ATTORNEY AT LAW
473 JACKSON STREET
SAN FRANCISCO, CALIF. 94111
(415) 398-4727

October 19, 1972

Mr. Stewart Brand
Point Foundation
P.O. Box 668
Menlo Park, California 94025

Dear Stewart:

A while ago you requested on behalf of Point Foundation a status report pertaining to the respective Point projects of which we are engaged. Accordingly, I have enclosed some initial thoughts about the lawsuit that was filed against Bank of America on behalf of Point raising the question of the legality of political contributions by corporations. Also, I have enclosed a couple of articles which highlight some of the issues that will be raised in this lawsuit. These articles are journalistic treatments of the legal issues, however, an exhaustive legal analysis of the issues is currently being prepared in this lawsuit and should be completed within the next month and will be sent to you.

I would be happy to swap further thoughts about the lawsuit and extensions of the lawsuit that groups or communities could engage in to minimize or correct the dominating influences of corporate political contributions over the electoral process.

Kind regards,

Gary Near

Gary J. Near

GJN:ar
encl. - Memorandum

cc: Dick Raymond
Mike Phillips
Jerry Mander
Huey Johnson

425

SAN FRANCI-
(415) 398-4727

MEMORANDUM October 19, 1972

RE: POLITICAL CONTRIBUTIONS BY CORPORATIONS

Among the more serious ills of the electoral process is the dominating influence of large money over the outcome of the elections themselves. It is almost commonplace to equate winning an election with the amount of money that is spent on behalf of a candidate or ballot proposition. In California a special aspect of this general problem exists because of the reserved legislative power granted to ordinary citizens through the vehicles of the initiative and referendum process. Typically, initiatives are spawned through the frustrations and indifference of legislative bodies to the needs of the citizenry and not unexpectedly the vested interests oppose initiative measures with their most potent weapon, namely, money. The legality of corporations, particularly certain types of corporations such as public utilities and banks, to make contributions from the general coffers of their treasury is of a highly dubious nature. The Point Foundation shareholders' suit against Bank of America is a direct and substantial challenge to this abusive practice of banks. There are no direct precedents on the exact question of the legality of banks making political contributions in California and it appears that this lawsuit is likely to end up in the California Supreme Court.

The lawsuit's current status is that the defendants are scheduled to answer the complaint by November 13, and then the case will move rapidly because it has been designed to avoid the time consuming type of discovery matters which inordinately delay a suit. At the trial level

the case should be completed within the next four to five months. Because of the public interest issues involved there is a substantial likelihood that several legal associations, such as the Barristers' Club of San Francisco, will join the case on our side in the form of amicus curaie participation.

The issues presented by this suit are symptomatic of a larger problem which plagues the political process in America. Specifically it is the existing system of campaign financing. The essential dependency on large contributions by private parties with the resulting indebtedness to these large contributors is a well acknowledged peril and, like many serious problems, the forces to change the status quo quite often are resisted because of the vested interest engaging in self defense. The attached articles illustrate the depth and scope of the problems.

At the risk of reasoning by analogy let me offer the following comments. When a prevalent problem plagues all of society, for example, racial and sexual discrimination, environmental plight, superficial and unfilfilling personal involvements, etc., there is a general tendency to seek a definitive solution at the highest levels of the respective source of the problem, i.e., government, the top of the organization, etc. The instant and easy-cure approach has quite often resulted in a snare and delusion. Conversely, the piecemeal approach of securing concrete results over sources of the problem at the lower levels quite often is more successful and effective. Probably the most conspicuous example of this general observation is the impact of the "youth" vote over electoral politics. The evidence seems pretty clear that at the city level in places such as Berkeley, Cotati, Marin County, etc. the impact of the youth vote is substantial and has resulted in real control over local levels of government. It also seems that the youth vote is filtering up from the city to the county and upward to the state

427

and federal levels of government. Perhaps the reason for this take-over of control at the local level is that people are able to better grasp and handle something which is in proximity to their own interest and location.

This background discussion is set forth in order to suggest that perhaps the best way to tackle the question of campaign financing is not to exclusively rely upon correcting the campaign financing at the distant top, rather to seek control and manageability of the problem at the local level. Toward this end it is possible to prepare, through the initiative measure process, effective legislation to restrict the private financing of campaigns and substitute public financing of campaigns. The primary result of such a system will be to dilute the dominating influence that the large money interests have over elected officials and over ballot propositions. It seems to me that serious thoughts and efforts are warranted concerning this issue and I would like to see Point Foundation consider this subject as a project.

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428

A STUDY PROPOSAL OF EROSION AND LOSS OF WILDLIFE HABITAT IN THE PALOUSE AREA

by

HARVEY C. NEESE

The Palouse Region comprises parts of Eastern Washington south of Spokane and extending into northwestern Idaho and northeastern Oregon.

The terrain is rolling hills with moderate to steep slopes. Some of the slopes are 45 degrees and over in steepness.

The soil is wind blown and rainfall is over 20 inches in parts of the Region. A good portion of this precipitation comes in the winter/spring period when freezing and thawing is a common occurrence.

The basic farm crops are cereal grains.

Wildlife Habitat Destruction

One author described the Palouse Region in a 1956 publication as "Dune-like hills of brushy draws and small streams....This is one of the best pheasant producing regions of the Northwest...."

Wildlife habitat, especially for birds, has been reduced dramatically since 1956. There are now few brush covered draws for birds to live and vegetation along stream-beds has been cut to a bare minimum. Winter wheat stubble - which at one time was a source of wildlife cover and food during crucial winter months - is a thing of the past. Stubble is either plowed under or burned immediately after fall harvest.

Farming Practises Aiding Soil Erosion

Spring wheat is planted in the spring and harvested in the fall which, unlike winter wheat, doesn't necessitatea germination period through the long winter months. Winter wheat, lying in the fields over the winter is one of the main culprits of soil erosion.

In former times, spring wheat was sown and the stubble was left unplowed in the fall. The ground was either fallowed or spring planted the following year. Stubble left unplowed gave the soil some protection from the intermittent freezing and thawing that is so prevalent in the winter.

Today there is little spring wheat planted because yields are somewhat less than winter wheat. Stubble fields are plowed soon after harvest and lay bare over the wet winter months. Many farmers "smooth" cultivate their land so that the soil on the many steep slopes has nothing to anchor to when the beating rains and melting snows come. Land that is to be fallowed the following summer is many times smooth plowed in the fall. Even land to be spring-planted in peas or some other rotation crop is smooth plowed in the fall leaving the soil to the winter elements.

With the steep slopes that are so prevalent in this area, one can readily see the erosion of the soil year after year. The light brown hilltops attest to the fact that there is no longer top soil on these hilltops. The erosion pattern is moving down the hills each year. One wonders how many years this can continue before the laws of diminishing returns catches up with the farmers and the large amounts of fertilizers applied to the soil each year is no longer profitable.

USDA and its Programs

The U.S, Department of Agriculture is deeply involved with grain farming. Because of the heavy wheat planting -- and wheat being a surplus crop-- there are subsidies for wheat planted, payments for wheat not planted, payments for establishment of permanent cover areas and trees and shrubs for wildlife food plots.

Programs attempting to reduce the planting of annual grain crops does not appear to be successful with Palouse Region farmers. All the reasons are not known but the main one appears to be economic. There is generally more money in growing wheat than any other crops although wheat prices have dropped considerably in recent years. And it has been said that less time has to be spent growing wheat than many other crops.

Establishment of permanent cover on unfertile lands such as ditch-banks, waterway runoffs and untillable land has also not been successful. The complete reasons for this failure is not known.

It is known that the USDA has a somewhat contradictory program in that farmers are penalized for having certain types of weed growth on their farms. Rather than risk penalties, these same farmers are plowing out what could be good wildlife cover areas.

Major Objectives and Possible Solution Areas

The proposed study on soil erosion and loss of wildlife habitat in the Palouse Region should have the following objectives aimed at the following groups:

USDA

1. Gathering of facts and figures on USDA programs to determine if they contribute to soil erosion through misguided policies.
2. Bring to the surface latest research on spring wheat varieties and yields -- determining whether more emphasis should be put on spring wheat subsidies rather than winter wheat varieties. Lastly, a possible recommendation that better yielding spring wheat varieties be developed thru USDA funding so that stubble can be left unplowed through the crucial winter months to slow down soil erosion.
3. Possible change of subsidy payments to exclude payments for annual crops on the steepest terrain where soil erosion occurs in varying degrees each and every year.
4. Possible penalties recommended for farmers plowing up stubble in the fall on land that is to be fallowed or spring planted the following year.
5. Eliminating the burning of stubble.
6. Changes to put more punch in the wildlife cover, brush and tree planting programs.
7. Possible penalties for removal of permanent cover in extreme erosion areas when federal subsidies are involved.

Landowners/Lessees

1. Landowner/lessee responsibilities in erosion prevention pinpointed on land where federal subsidies are involved.

2. Recommended responsibilities in a landowner/lessee arrangement in waterways and natural drainage areas where erosion is the worst.

Research Method and Estimated Cost of Study

There are two universities in this area, the University of Idaho at Moscow and Washington State University at Pullman, Washington. Much data applicable to the proposed study should be obtainable at these two institutions.

There are some indications that USDA personnel will furnish some of the information needed if the information source is treated in a confidential manner.

Much of the facts needed has to come from the farmers themselves. This will take countless hours of interviewing. Retired farmers may be more informative than ones currently in the farming business.

Estimated costs are as follows:

1. $2,000 -- Subsistence for the writer for the 4 month period estimated needed for the study.
2. $1,000 -- Broken down to the hiring of one part-time research assistant
   -- Consultant's fee for a private, outside source to evaluate the problems and solutions
   -- Typing and printing.

Conclusion

The erosion problem and the subsequent loss of wildlife habitat is in its simplest form neglect of the basic rules of conservation. Because of the three parties involved (USDA, landowners, lessees) areas of responsibilities are sometimes vague. There are few economic reasons why farmers should plow out ditch banks and drainage areas of permanent cover (except for penalties by the USDA) yet they do. No money is involved in leaving stubble standing on land that is to be fallowed or spring planted the following year, yet stubble is plowed under each fall, exposing the soil to the harsh rigors of winter.

In one respect, it might be argued that a private group or individual has no reason to interfere with privately owned lands and how they are to be cultivated. However, where federal subsidies are given to farmers, expenditures are incurred by each and every citizen of this country. And citizens should have the right to examine how tax dollars are spent and protests lodged in ill-spent programs.

The USDA having such wide economic influence with farmers appears to be the organization where the main thrust of the protest should be registered. Faster changes can perhaps be made from the USDA end. Education of farmers will take years and this may be too late to save the Palouse Region from attaining "Tobacco Road" status.

A study such as is proposed is very much needed in order to save the soil. It is sincerely hoped the necessary funding can be obtained in order to go ahead with this plan.

PUBLICATIONS AND STUDIES

OF

HARVEY C. NEESE

Pheasant Restoration in Latah County - An Evaluation and Proposal.
Wapiti Inc. Publication, January 1972.

Off-Shore Commercial Fishing Opportunities in the South China Sea.
ORC Publication, May 1971.

The Handling and Storage of Grain in the Vientiane Plain of Laos.
D & R Publication, September 1970.

The Economic and Technical Possibilities of Establishing Certain Agriculturally Oriented Industries in Laos.
D & R Publication, September 1970.

The Five Northern Provinces of the Republic of Viet-Nam - Marketing Structure For Food Commodities, 1970.
D & R Publication, March 1970.

The Five Northern Provinces of the Republic of Viet-Nam - A Profile of Agriculture.
D & R Publication, December 1969.

Forage Crops Under the Foreign Aid Program in South Viet-Nam.
Professional paper thesis, University of Idaho, 1961.

Forage Crops in Viet-Nam.
USOM Agriculture to Viet-Nam, 1960.

THE SIGN ON THE DESERT

by: Michael Phillips

On Friday morning, 8:35, PSA, April 15th, Sharon; Barbara, my secretary; Frank, a Glide film maker, and myself left for Ontario, Calif. We were met by Jug N. Candle, a long time friend of mine, poet, mathematician, former spy and the man designated to develop the message for our medium. Frank, who could only spend Friday with us, took one rented car directly to Victorville. The rest; Barbara joined Jug N. in his 1956 Volvo with his two dogs, Hatchie-boomboom and Gitane; Sharon and I followed in our rented car, slowly, to make sure the Volvo made it. We stopped in San Bernardino to pick up 50 lbs of red tempera powder, which was pre-ordered.

All arrived at the tractor rental with excitement. The International deisel tractor looked great, we were told it would go 20 mph on the highway (it actually goes about 15 mph). The 2,000 gallon water truck wasn't ready - it was down in San Bernardino. I decided to postpone a decision on whether to go down and get it (90 miles round trip). Barbara on the tractor, Charlie driving behind, set out for Helendale, 15 miles on. Sharon and Frank bought food plus 10 lbs of flour. I checked in with the Sheriff, told him we're making a film on my family's property. Deputy Sheriff Earl Grigsby. I wore my white Stetson. I got to Helendale first. Talked to the woman who runs the Post Office and the Store - that's Helendale. Let them know where we would be and listened to the local gossip. The rest arrived.

All together we drove out to the spot, ate lunch, plowed up about twenty yards, two rows wide, spread about 2 lbs of red tempera powder. Frank shot some film, showed Sharon how to shoot. We tested the walkie-talkies; they weren't too hot. I left a VHF radio with the gang and Frank and I went off to get the plane at Apple Valley airport. Got checked out by a good guy; made me do a power-on climbing stall on take-off about 300 ft. up. Almost got a secondary stall, I was chicken when I saw the ground so close. He criticized the conventional instruction approach of stalls at 5,000 ft.

Frank and I flew to the spot, very visible, found that the VHF worked well; but it could only recieve on the ground. The gang waved to show they understood us. I returned Frank to the airport, he described the camera, Beaulieu, and how to load it. He then returned to S.F. leaving us the camera.

The desert is really stark, hot, and seemingly endless on the ground. In the air it is crisscrossed by firetrails, and spotted with houses every few miles.

I had never flown a Cessna 150 before, I didn't tell the man that, but my prior two weeks practice on a 172 made me proficient. I loved the little baby. Blew a fuse on full extension of the flaps on one landing, but fixed it on the ground.

I flew back to our spot, told the gang to get in the car and I then gave them flying directions to the airport I was planning to land at, about 5 miles away.

Gave Jug N. and Barbara a flight to show them the area from the air, and the new spot I had picked out.

We returned to the equipment; on the way back Jug N. told us about the message. When we got to the equipment, we drew the message, and then drove over to look at the new location just before sunset. Left the plane on the deserted runway.

Jug N. told us that, as Noam Chomsky has explained, a universal verbal language does not seem possible. Idea-grams must therefore be used. In a few years poets from Moscow to San Francisco will be using them. Night fell.

We had dinner at Flora's (Mexican) in Victorville and then stayed at the "Motor Inn" on the highway as it was very cold (about 30°) and only a sliver of a moon.

Up at 6:am, all four of us and two dogs in a room for $9.00 a night. Out to our new spot. We mark off the area, about ½ mile long line with the 10 lbs of flour, 200 yards high. Jug N. and Barbara made the pupil of the eye (1st idea-gram symbol), Sharon and I went over to the plane, flew up to check the size, visibility and orientation. It was all fine. We returned to help.

On the top lid of the eye, while Jug N. is driving, the tractor gets a front wheel flat. I was discouraged! It was really hot, near mid-day and we were just starting. With the front scoop of the tractor we raised the vehicle, removed the nuts with a vise-grip I had plus a part of a jack from the rent-a-car. Took the tire to be repaired in Victorville. Bought 50 lbs of flour.

We returned, finished the eye. I spread red tempera in the pupil, and flour near the edges of the eye. While Jug N. and Barbara worked on the next symbol, Sharon and I flew over, 1st with movies and color film, then back to the airport, where I climbed in the car trunk, loaded the 35mm. Konica with infra-red and we flew over to shoot that. Dropped Sharon off, returned the plane, taking Barbara back with me. Sharon picked us up. Returned as Jug N. finished the 3rd symbol and night was falling. We built a fire, smoked, ate, and rested. Jug N. told us his version to the idea-gram poem, I told my interpretation.

The eye (1st symbol) is the observer, the beginning of a narrative, the "once-upon-a-time". two humans are the 2nd symbol. The three suns, the third. One sun is today, two is time/duration, <u>three</u> - three is "forever". The fourth symbol is the two people reflected in the mind. I say it is "Rationality". The fifth symbol is the 5 fingered hand. "Direction", "protection", "threat". The next is six, six steps "up". The seventh; Five wise men waiting for the two people to make the perfect 7. I say it is "rationalism" joining "mysticism", two routes together. Jug N. speaks beautifully but offers no overall elucidation of his poem.

To finish the sign?? We throw the I Ching. The symbol of the "Army", "People", "Water"; but no change lines. No change, no prediction; all is the present says the Ching. I decide not to go on. We return to the motel.

We arrive the next morning to take back the tractor and fix the Volvo. LO!! The tractor has two front flats. The Ching had told us! No way to fix it on a Sunday. We sent Jug N. on his way East, left a map at the tractor rental and returned home to San Francisco.

TECHNICAL REPORT

1. Love the Cessna 150.

2. Beaulieu is spectacular. Sharon dropped it and it still worked.

3. The sorry 3 channel walkie-talkies would have been useful but could barely be heard beyond ¼ mile.

4. Kodak Kodachrome Prints - OK - but not great.

5. Kodak Kodachrome II film - 3 rolls - Great.

6. Kodak Color Infra Red - the film was good. The bastards ruined it in processing and only the blue emulsion was developed.

7. Material: Flour 10¢ per lb, not too visible; Red tempera powder $1.00 per lb, very visible but too expensive.

8. International Harvester tractor - fine, plenty powerful, good reliable diesel engine.

9. $10.00 VHF Portable Fliteway radio - Fantastic.

WHAT WE DID OR TRIED TO DO

I wanted to send a message to the satelites that are continually passing over our heads, over the whole earth. Presently they are used for spying, battlefield strategy, scientific measurements, and weather observation.

Why? Aside from some mystical compulsion, my best explanation is as follows.

Neither the telephone nor radio can make inter-national people to people communication possible because we don't have a common language and may not have one for many generations. Television and movies can work, but television is inherently oneway from the rich nations to the poor because of the costs.

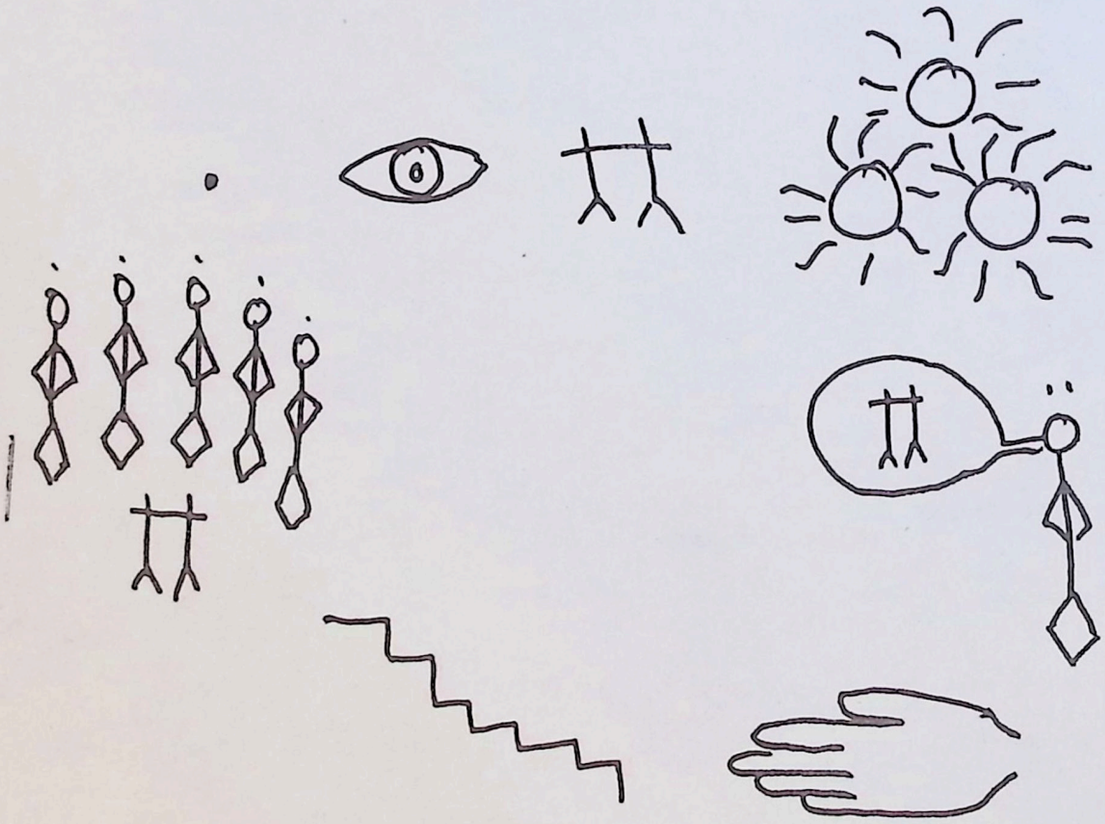
The land-sign medium is extremely cheap from the point of view of the originator, a very democratic-egalitarian potential.

How the other viewers in the world will see it is not clear to me yet. Maybe, direct satelite transmission to home based T.V.

But the medium is there. Its message can be idea-gram poetry. I'm willing to wait now.

I learned something important to me.

Adventure is a vital part of a full life. In the weeks proceeding the project, I was ecstatically happy. Practicing short field landings in the plane, learning about infra-red, planning, calculating, organizing, buying. It used many of my skills, much of my mind; and the technology had a thrilling element to it.

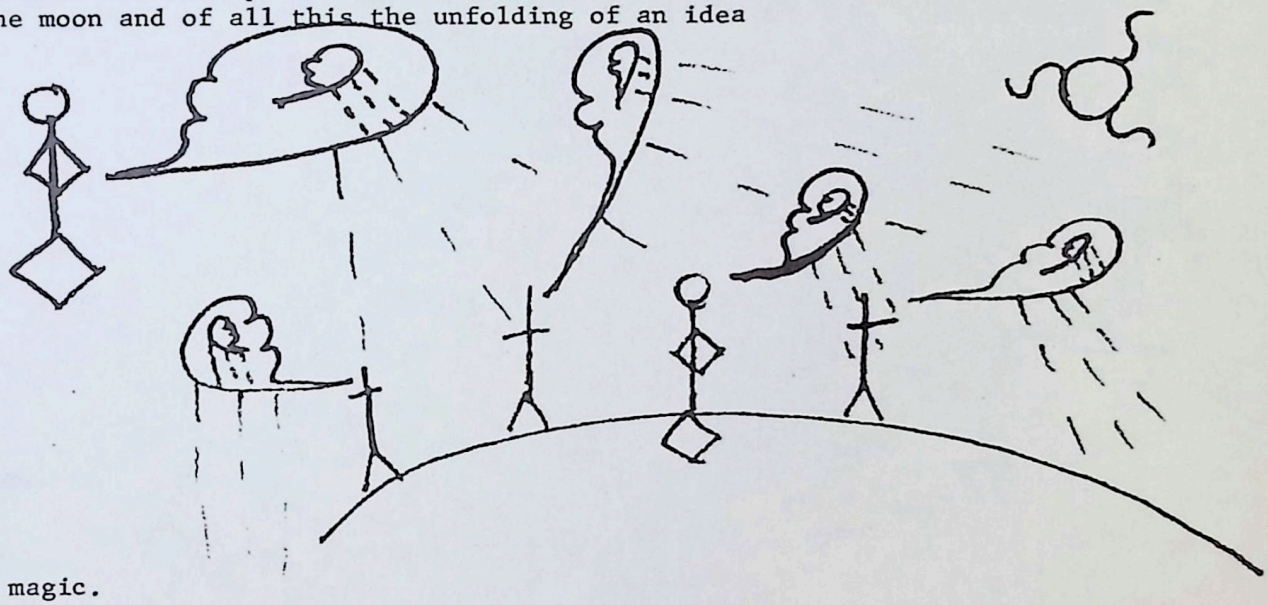


4 May '72
Solari Hill House
Jug N. Candle

Michael is back, who is Michael?

He's a independent man. He's pilot of the flight. And if you go up front for a look, he'll give you Grand Marnier and Schopper's Tobacco and show you the Log.

Now the Log is like the Instant Replay and it takes a good camera and a good eye. And it tells you something about the world, e.g., that there are eyes in the sky and they are your eyes. And it's How To down to the dimensions and blue prints and addresses, and it's history up to the phase of the moon and of all this the unfolding of an idea



like magic.

When I come to the City I tend toward the Hill, Solari Hill, Michael's Mountain. It's been here since ever and never built upon and Michael chose to live next to it, or did the Mountain choose Michael? Either way and both, Michael turned me on to it. It is one of the seven points on earth receiving not only from outside the solar system but also extra-galactic energy. That was before, on my first flight with Michael back in October or November last year (1971) and now, May, 1972, the Mountain draws me toward its summit, a knob of bare red clay earth and beneath it, another knob of bare ground, in one million years perhaps there will be two hills here, and when I reach that point I throw down my gear and loose the puppy (Hatchi-boomboom) from the rope and look out on the City, on South Beach mostly and the Bay Bridge and it stones me. A ko-an comes to me, this has never happened before, it is - "to sit on the summit or just below it". I am amazed and can't decide when I notice Hatchi is gone; puts me up tight. Where can that puppy be? Find her at the bottom of the hill playing with kids in the street. Fetch her back, sit down, suddenly begin to laugh, laugh and laugh, tears in my eyes, rolling down the grassy hill. Soon, very soon, I suspect it was not true Satori because here I am up tight looking for my puppy. Nothing has changed. I want to go tell the pilot, but he is on a flight. Meet him at the airport, follow him home, tug his coattails to this and that, ask him if he wants to join me on some of the Grand Marnier but he seems to be annoyed, I feel like a

child. Why is that? The pilot and his lady, Michael the Pilot and Lady Sharon of the Mountain, go on to bed. I fear I have displeased him and blame my puppy for shitting in the cabin, but I know that's childish. I have a tantrum and threaten to jump out, Michael asks why don't I stay for the landing? Then it comes to me: From the very first, as soon as he saw my face at the airport, he said to himself, "Well, here's another - come up front to tell me about his first time up." And I realize Michael already knows. It happens up here all the time.

As for Satori, I can tell you I was terrified afterwards. Thank the stars for gurus and pilots. I'll stick to the Grand Marnier.

Still I decide to submit this record to the Pilot for inclusion in the Log in honor of Hatchie-boomboom.

POINT

May 12, 1972

Alice Tepper-Marlin
Council on Economic Priorities
456 Greenwich
New York, N.Y. 10013

Dear Alice:

This is my agent's report for March and April. I'm sorry the letter part has to be so brief, while it's so long in the description of the Sign in the Desert part and Jug's post script.

What happened in March and April, well, we continued to do sex questionaires and were able to stumble across an important if not obvious discovery. We have been using a research technique developed by A. Bavelas. This technique is from a paper of his; unpublished but available to anyone who is particularly interested. A reading list is available on the technique if anyone wishes. Bavelas' most similar published writing was in Sociometry 5:371-377. His technique is used in cultural anthropology; in essence, when one stumbles across a double negative in a questionaire reply and it occurs frequently you have a "core value" of the culture. We stumbled upon a double negative in the sex questionaire. It is that "you should not have sex with someone you don't love". This appears to be one of the major core values in our society comparable to the core values concerning incest, murder, robbery, etc; and a little thought on it gives some explanation of why our behavior toward prostitutes is so irrational and why a great deal of anxiety results from most common sexual laisons. I don't consider this to be too great a find, but it's indicative of the value of our technique and hopefully suggests that we will find effective measuring instruments in the sex field.

Production is finished on the sex furniture; testing will begin during the month of May, photographs and results of the initial experiments will be reported on in coming letters. I refer to this in all my financial record keeping accounts euphemistically as "sexual therapy structures".

As you know, I took the trip to Washington, D.C. for the Corporate Conference and met you. At the time I left San Francisco I didn't know the reason I was going, having made up my mind to go only a few days in advance. The main outcome was that I was highly disappointed at what I saw among corporate guerrilas working on pressuting corporations and of course the outcome was the decision to have a conference for all these people out here in June.

The lawsuit filed against the Bank of California, of course, occurred in March, got an enormous amount of publicity and resulted in the Pacific Telephone Company signing, within two weeks, an agreement for the most agressive hiring policy of Chicanos of any major corporation in the West and announcing it at the shareholders meeting. This case was handled by the same law firm, and they tell me that the amount of publicity and embarrasment caused the Bank of California was the reason Pacific Telephone decided to act so promptly.

We did the sign on the desert and enclosed is a description of that plus Jug's postscript. We also have a film. Went to Idaho for the trip with Jim Morgan and I will not go into much description of that since two other agents, Dianna Shugart and Fred Moore went along and both seemed to be considerably better writers than I am.

The creative people project is about two thirds done, I stopped phoning in March for the mystical reason I started it; some inner pressure told me that the fundamental purpose of it was successfully completed; of course I don't know what that is and I figure that by finishing it I may find out; finishing it includes sending letters to the people who are mentioned, getting additional names via the mail and then sending a letter to all people who are listed and asking them what should be done with the list.

Finally, in the March-April period I invited Mary Williams of the Council for Corporate Review in Minneapolis to attend the FMC Board meeting herself; they had a stockholder resolution and I offered to pay the airfare roundtrip. Mary did come out; I didn't get to see her because I was in Idaho, but apparently she made contact with a number of people here; publicity in San Jose was adequate.

I am planning to do a general accounting of my expenditures about the third week in July because of an enormous feeling of guilt that I have spent quite a bit of money and have not accomplished very much. I'm simply not allowing myself to give any further thought to that horrible puritan concern until I do at least this monetary accounting in the middle of July (which should be sometime close to a six month mid-point). We had a marvelous time with Tom Asher and Tammie Taylor when they were here as I hope they will tell you.

Love,

Mike

Michael Phillips
Treasurer and Business Manager

Enclosure:

MP/bd

50/72

442

July, 1972
M. Phillips

"THE MOST CREATIVE EXTRAORDINARY PEOPLE"

I began the creation of this list in January, with the names of the most "creative and extraordinary" people I have personally known. There were three: Wendell Phillips, Charles Roll (pen name Jug 'N Candle) and Stewart Brand. From the names they gave me, we phoned and asked each person to name the creative-extraordinary people they knew. Following this chain procedure we phoned over 250 people all over the U.S. until the cost grew too high. The people phoned generated over 680 additional names; most of these people (except for the ones who we didn't have addresses for) received a letter asking for the names of people they recommended. This generated an additional 1,200 new names.

The following are the tabulations on the number of times individual names were repeated:

Total to Date	2 or More Mentions	3 or More Mentions	5 or More Mentions	7 or more Mentions	11 or More Mentions
2,111	383	162	48	23	5

Some of the most frequently mentioned names are well known, such as Buckmister Fuller; most were formerly unknown to me. Included in the most frequently mentioned people is an unknown musician, who many famous musicians consider their most creative source; an auto mechanic, (mentioned by many famous artists and religious leaders) and a woman potter living on a farm who is the center of a creative circle of devoted friends ranging from a leading astrophysicist to artists and well known human growth/encounter group leaders.

The tabulation also divides into the following, based on current addresses:

N.Y. Area	SF Area	Los Angeles	N.E. States	Central States	N.W. States	S.E. States	S.W. States	No Address or Out of Country	Total
403	616	188	255	122	114	75	135	203	2,111

I know of no particular bias in the process that led to this distribution. We readily phoned anywhere in the U.S. and wrote where no phone number was known. However, the high San Francisco area proportion was unexpected.

Many people have asked the occupations of those on the list. In asking individual people how their creativity is evident, I found in the majority of cases it comes out in many, many areas, making occupational or work categories pretty useless. I'm open to suggestions on how to deal with this. How would you describe yourself?

The warmth of the responses has been wonderful; there were only seven people who didn't recommend names in the phoning part of the project. I enjoyed hearing about the reaction of the people who answered the phone or opened a letter saying "so & so considers you the most creative and extrodinary person he/she personally knows". A nice Springtime gift.

July 17th

May-June Agent's Report

TO: Alice, Tony, Maggie, and Carolyn

The increase in agents that is suggested by the heading is described later on in this letter. Hang on.

The letterhead was my own emergency creation so that I could write two letters to the Southern Company (the worst sinner in Alice's study and one owned by both Glide and Point), one for Glide signed by its president and one from Point signed by me. These were released to the press but not picked up to my knowledge. The Chairman of Southern has replied to them and the replies are in your hands (Alice).

It is hard to report on the Inverness conference since two of the readers (Alice, and Dick Raymond) were participants. For the rest: The conference was called to give the people who are involved in the nationwide campaign to make corporations more responsive, a chance to meet each other and begin working on the kind of strategy that will make this a powerful movement. Twentythree people came, part of the transportation costs were picked up by Alice and $750 was donated by Dave Fuller's group (Pacific Change). We met at a lovely home in Inverness, which had plenty of grassy and woody acres, a great deck and warm feelings along with the vegetarian meals. The agenda was very open, with the weekend divided into four sections, chaired by the type of person most familiar with the subject and four very broad suggested areas of discussion. What actually happened was a warm, wonderful and exciting weekend. It turned out that though this movement is about three years old, these people hardly knew each other at all. It took the first day for them to understand why THEY were invited, the next day to understand how they fit in with the rest, then they began offering to help each other. On the final day they began to see the need for a national strategy; this finally began to emerge after we left Inverness in the cars on the way back, at dinner in Chinatown and with the small groups that stayed on in S.F. for the succeeding few days. The summary of what was decided and the list of attendees is enclosed. From this will probably emerge a very healthy and aggressive movement to democratize the corporation, in much the same way the progressive movement at the turn of the century brought the government into corporate life to act as a counter-vailing power.

The sex research is making great progress. We have finished phase one; the summary of which is enclosed. We gave questionaires to the people attending the Glide sex courses over the past five months; each month we used two new/different questionaires for a total of 10. Each one was shaped by the responses to the previous ones. The overall object is to develop a method of studying sex, as indicated in previous letters; at this point we have a general theoretical framework within which we can work. We will discuss the general approach with anyone interested and then proceed

to develop the instruments (researchers terminology for "methods") to test our theorems. We would like SYMPATHETIC comments at this point. Criticism should come later.

The sex furniture is a different matter. Enclosed are some drawings of it. Dick R. found some examples of some much more attractive equivalents in a N.Y. Modern Art Museum show. Sharon and I have only used it twice and both times with weird outcomes. The first time we tried a number of different positions and wore ourselves out, to the point where neither of us reached orgasm. The second time we picked out our new favorite position to concentrate on; although we both finished, I almost broke Sharon's arm and we ended up on the floor laughing at ourselves hysterically. Since then we haven't been able to abandon our comfortable and satisfying bed for this NEW thing. More later; I hope to get it set-up someplace where it will get more use.

Under the present Point structure each board member can have two agents plus a discretionary fund. I traded Jerry Mander $15,000 of my discretionary fund for his agent category. He will now have one agent and I will have three. Not being just a little piker I've gone a step further and my second agent (Alice is the 1st) is three women. Let me hint that my third agent is going to be even a change from the second.

My second agent is: Toni Ayres, Maggie Rubenstein, and Carolyn Smith. Each received $3,600 and the balance of the $15,000 went into the project they have started called San Francisco Sex Information. These three women are all experienced in sex counselling and are very well professionally trained in the subject. Two of them quit well paying jobs to start the project. S.F.S.I. was started in May, and as of now has a beautiful second floor flat near the UC Med. School and is open, ready for business. They are working with the Med. School, each of the women works part-time as a sex counselor in a new counselling center there. The S.F.S.I. will open in September with volunteers answering four phone lines, dealing with any sex questions that are phoned in. Later they will expand into sex training for specialized groups and the general public to generate revenue. This project has been incredible fun. The real discovery for me has been how extraordinary it is to work with women who openly say they love fucking and are willing to talk about their feelings, and experiences. It's a different world; they are living symbols of how uptight our society is about sexuality; just being with them I feel like I have escaped from a Louisiana Penitentiary. They are funny too. They're first agent report is enclosed, it came after their first hectic month of work and arrived on a paper plate.

The creative people project is now entering phase three. A summary of the material to date is being sent to all of the people on the list (it's enclosed), and they are being asked what should be done with the list. I will compile the suggestions and let them know. John Tepper-Marlin has offered to do some analysis on the list, which is fine. Stewart's name is one of the ones most frequently mentioned, which is highly appropriate. This project has run at triple my budget, but I don't feel I can stop as it is the kind of thing which can't be replicated by some one else (most of the people involved wouldn't respond again).

On that subject, my main July project is to analyze my expenses so far and think about it.

On giving money: Two friends from Resource One asked me directly for money. "Michael, why don't you give us some money?" I was very hurt. When I thought about it I called one back to explain why. I think there were two more honest ways of asking. One, they could have asked what things I am interested in giving money for in order to see if my interests and theirs coincided. This would deal with one of the two reasons I might refuse them. The other is that they could have told me what they were doing and asked for my HELP. The presumption that the only help, or the most important help I can give them is money is painful to accept.

Love,

Mike

Michael Phillips

POINT

BOX 668
MENLO PARK, CALIF. 94025

Saturday
September 9, 1972

POINT Board and Beloved Kibbitzers:

The first letter I wrote a week ago seems to have been lost on the way back from L.A. (I lost it, not the U.S. Mail). It was of a generally serious nature, but far from profound and probably is better off wherever it is; the ideas need to age a little more. What was important was the following list of my expenditures. It is cumulative for the first six months, as of July 31st:

The Creative People List	$ 4,606.23
Sex Furniture	346.47
The Sign in the Desert (& film)	1,151.90
Travel, mostly Idaho Trip	672.41
Sexuality Research	505.95
Corporate Gorilla Conference & Related	807.76
Small Projects (including some travel)	386.62
Direct Board Expenses	36.87
Indirect Board Expenses (Phone, vacation)	577.96
Personal Time (calculated @ $10.00/hour)*	950.00
	$10,042.17

Love,

Michael

Michael Phillips
San Francisco

* For future IRS purposes, my regular, consulting rates are $25.00 to $40.00 per hour.

447

October 5, 1972

TO: POINT Board

FROM: Michael Phillips

I haven't told the Board what was going through my mind as I hiked up to Gurneys house the day the last Board meeting was to be held. The key to the front gate didn't work, so I had to walk up hill, I knew the walk would be over 3½ miles. And I knew I was late since Huey hadn't picked me up at 6:00 a.m. that morning. I felt I had a right to "Tell the Board what I think!" Nobody else on the Board had bothered to write about what they were doing, although they had had 6 months to do it and plenty of responsibility for doing so; I could afford to throw stones because I had written reports a number of times; this issue really bothered me.

After the first mile I calmed down, by the second mile I was happy as the surroundings got to me, by the third mile I was singing at the top of my voice and was looking forward to a walk to San Jose if I missed Gurneys turnoff (the birds didn't like my voice, the crickets joined the chorus parts and the squirrels just looked at me). Since then I have had time to think about my feelings.

I really trust each member of the Board; I know that each one works very hard and plays an instrumental role in countless arenas. But most of all I realized that even though I had written, I had not even hinted at a fraction of the things I'm doing that are important to me. My reports are related to my activities about as much as the Chronicle's daily election coverage is related to T.H. White's carefully thought out books on the making of a President.

Our common problem is that we don't know how to sensibly report our activities, even when we try hard. I think this will take our combined team efforts to solve.

As input I will tell you about the market research done by G.E. about five years ago. In trying to find out future needs of the American housewife, they needed to know what she does during the day and then how she rates these activities on an enjoyment/dislike scale. They started with diaries in which the women would record what they were doing in each 5, 10, or 15 minute interval. Regardless of the inducements used, it just didn't work, the women couldn't do it. Finally they got the idea of having the women record the task they were doing, when it started and ended. It turned out that they were task oriented (getting kids up, dressed, making breakfast, getting kids out of house, etc.) and that these tasks were carried out simultaneously. Using the task oriented concept in a diary the women were very able to record how they spent their time during the day (incidentally, the coffee break and telephoning were the most enjoyable and taking out the garbage the least).

AGENT'S REPORT

I have worked on five main POINT projects since the last report. Corporate Social Responsibility, Stockholder Action, Creative People list, Sex Information, and Community Survey.

In Corporate Social Responsibility, I worked with Jim Hoy and Ed Scanlon to call together corporate activists on the West Coast on November 9 - 11 at Berkeley. Close to thirty people from around the State participated, plus some national figures as guests (three agents: Joan McIntyre, Alice Tepper-Marlin, and Gary Near) and the outcome was spectacular; as with Inverness in June, a sense of identity with a new movement was generated, a group feeling of cooperation, and agreement to wage two major corporate battles against Standard Oil of California and the Bank of America. Cost $26.00. (See enclosure)

As I write this report, I am returning by air from New York, where I made some progress in showing people their power as corporate shareholders. I got Glide to include in its annual audit, data on the employment of minorities and women (done by Glide Board action in September). With this, I wrote to all of the companies Glide owns stock in, encouraging them to publish their data (I will also ask the POINT board to write to its' companies). Then I flew to New York and got agreement to do the same from Taconic, Stern, D.J.B., and Whitney Foundations with five more possibles, plus a promise from Yale University to do it, and a unanimous vote of the council of all major U.S. churches to do it immediately and assign staff to carry it out. We can expect to see results within the next 3-6 months and hopefully to have 75 major corporations publishing their employment data in annual reports by the end of 1973. Cost $260; 1/2 born by Glide, plus free accomodation with Alice and John Tepper-Marlin (great time with them).

Within two weeks, the first summary of what the Creative and Extraordinary people want done with their list, will be going out. I've been tabulating 5-10 letters per day since July and decided not to wait till the number trickled off, it hasn't. I've met a number of them, from Steve Baer, to Jean Huston Masters, Mary Caroline Richards, Paul Gaer, Gay Gaer Luce, Nicolas Johnson, Kurt von Meir, Paulus Berehenson, and Doug McKechnie. No words to describe it.

San Francisco Sex Information opened on November 1st with full service. Monday, Wednesday, Thursday and Friday, 6-9 P.M. and Tuesday, 2-5 P.M. The three agents - Maggie, Carolyn and Tom, have done very well. They work half time at U.C. Medical Center in a Sex Therapy Clinic they helped set up; half time at San Francisco Sex Information. Since the second day it was open, the lines (4) were completely busy handling 50-60 calls in the three hours (and having 50 calls turned away as busy according to the phone company). The three women began training the 22 volunteers, who now answer the phone, in September. I was one; the training was excellent, eight weeks and one weekend (they ran 2 classes a week).

A new group is now entering training for the long range goal of 70 volunteers and probably 50+ hours of phone service a week. Publicity was not sought, but because of the subject matter, was overwhelming; all the TV, newspapers and major radio shows showed up for interviews with more to come. The agents are now evolving into an unexpected but wonderful new role as "Sexual Advocates", probably a whole new future profession. (clipping enclosed)

The new project, Community Survey, is just beginning. Three new agents ($1,000 each) , the finest survey researchers in America, Hugh Schwartz, Selma Monsky, and Peter Sherrill have met and begun to work. The idea is to do a professionally rigorous community survey (in San Francisco) on a regular basis (maybe every six months) and publish the results to the public. It will use the most valuable current techniques in questionnaire design and analysis to give the citizens a very in depth understanding of their aggregate views. The goal is a greater sense of community in a large urban area and the development of a much needed source of informational input to democratize and improve governmental processes. You'll see what we mean; hopefully the first survey will be in the 1st quarter of 1973.

That's it! Hello to the I.R.S. agent years from now who may be one of the few to read this far.

11/5/72

Mike Philly

Law Offices of **Public Advocates, Inc.**

J. Anthony Kline, Managing Attorney
Jo Ann Chandler
Robert L. Gnaizda
Fred J. Hiestand
Albert F. Moreno
Sidney M. Wolinsky
Hon. Paul Peek, Chairman, Board of Governors
Linda Marquez, Administrator

September 6, 1972

Mr. Stewart Brand, President
Board of Directors - POINT
P.O. Box 668
Menlo Park, California 94025

Dear Mr. Brand:

As per your memo regarding the meeting of the POINT Board of Directors, I have enclosed a copy of our "Docket of Active Cases," and a memorandum which Tony Kline our Managing Attorney issued to our Board of Governors setting out the direction in which the firm is moving and developing priorities.

I hope that you find the enclosed informative and complete.

Sincerely,

Linda Marquez
Administrator

LM:ep

Encls.

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433 Turk Street San Francisco, California 94102 Telephone (415) 441-8850

PUBLIC ADVOCATES, INC.

Docket of Active Cases as of July 15, 1972

LITIGATION

1. Espinoza, et al., v. Committee of Bar Examiners

Suit seeking a judicial declaration that the California Bar Examination is discriminatory in effect and not job-related. Our clients include the NAACP (Western Region), the Mexican-American Bar Association, the League of United Latin-American Citizens, statewide black and Chicano law student associations and other minority groups and individuals. The purpose of this suit is to compel a bar examination that is rationally related to the practice of law; a result our clients believe would eliminate the discriminatory aspects of the present exam. At present whites have an eleven times better chance of passing the exam than minorities. This results in a situation where out of 33,000 licensed California attorneys, only 195 are Mexican-American, although Mexican-Americans comprise over 15% of the State's population. We are in effect asking the Court to apply the same standards to the Bar Examiners as are already applied to all other private and public agencies that condition entrance on a written examination.

Status: The Supreme Court will probably decide in August whether to assert its original jurisdiction and accept the case.

2. American Friends Service Committee v. Procunier

This suit in behalf of four prison reform organizations seeks to compel the California Department of Corrections and the Adult Authority to comply with provisions of the California Administrative Procedure Act by holding public hearings respecting its rules and regulations, and to make those rules and regulations public. On June 30, the Superior Court for Sacramento County issued an opinion in our favor holding, not only that the defendants' rules and regulations violated the APA, but that because of this violation, all rules and regulations involving prisons and parole in California are invalid.

Status: The Superior Court's opinion becomes effective on July 31, 1972, unless, before then, the Attorney General files an appeal. We anticipate such an appeal in the very near future.

3. Santa Cruz Community Service T.V. Project & United Black Coalition v. Santa Cruz City Council

Suit seeking peremptory writ of mandate to compel the City Council to submit to the voters an initiative petition requiring "public access" to a municipally franchised cable system. This suit, which involves new and controversial FCC regulations, is the first ever filed in connection with public access -- a concept with the potential to revolutionize media responsiveness -- and has significant national implications.

Status: The case is currently pending in the California Supreme Court and probably will not be decided until September.

4. San Francisco Tomorrow, et al., v. George Romney, et al.

Suit challenging non-compliance with the National Environmental Policy Act (NEPA) in connection with urban renewal projects in San Francisco, Oakland and Berkeley. After filing the case in January, we succeeded in reaching a settlement with the Oakland Redevelopment Agency and the Oakland project was dismissed out of the suit. This is the first case ever filed seeking application of the NEPA to federal projects (other than highways) located in urban areas.

Status: On April 27 U.S. District Court Judge Schnacke dismissed our complaint, holding: (1) that our clients lack standing to sue, (2) that the NEPA is not judicially enforceable, and (3) that the Act does not apply to projects initiated prior to January 1, 1970, when NEPA was enacted. All three holdings are, in our opinion, unprecedented and in conflict with the statute itself and substantial case law. After filing a notice of appeal to the U.S. Court of Appeals, we sought an injunction pending appeal to maintain the status quo until the appeal could be finally decided. This was denied by a panel of the Court of Appeals, but was granted one week later by the U.S. Supreme Court. Our opening brief in the Court of Appeals was filed on July 10.

5. Young v. Gross

Original Writ of Mandate filed in California Supreme Court on March 31, challenged California's anachronistic durational residency requirements for voting and a law that cuts-off voter registration 54 days prior to an election. A victory in this case means that an additional 375,000 Californians will vote in the November election a disproportionately large percentage of whom will be poor people. Our clients are the League of Women Voters of California, the NAACP and the Mexican-American Political Association.

Status: The Supreme Court issued a landmark opinion on May 26 agreeing with all of our arguments and declaring the challenged statutes unconstitutional.

6. In re Harrel

This original writ of mandate to the California Supreme Court challenges statewide bail procedures that invidiously and unnecessarily discriminate against poor accused persons.

Status: In early May the court accepted our petition but made the writ returnable in Superior Court, Contra Costa County. We expect further hearings in that Court to be scheduled soon; but we are perforce reconciled to the necessity for eventual time-consuming appeals and a lengthy and uphill battle.

7. League of Academic Women (LAW) v. Regents of the University of California

Class-action in behalf of present and potential academic and non-academic women employees at U.C. Berkeley charging sex discrimination in hiring and promotions. The suit is based on 42 U.S.C. §§1981 and 1983 and the 14th Amendment and seeks preliminary and permanent hiring and promotion goals for women.

Status: On March 31, Judge Renfrew denied defendants' motions to dismiss and continued proceedings on plaintiffs' motion for preliminary relief pending the completion of HEW investigation.

8. Asociacion Mixta Progresista v. California Dept. of Social Welfare

This complaint seeks to enjoin the State Department of Social Welfare and eight named counties from discriminatory employment and service practices against Mexican-Americans. The suit is significant in that it seeks to establish a right to bi-lingual services on behalf of Spanish-speaking persons.

Status: The preliminary injunction hearing is scheduled for early August. There have been numerous discovery hearings in an effort to discover an HEW investigative report which confirms our allegations. A Motion for Sanctions against HEW for failure to release the report is under submission and HEW has taken action against Sonoma County for a "probable" violation of Title VI for failure to provide equal services to the Spanish speaking.

9. Self-Help For the Elderly v. Richardson

This is a three-judge federal district court suit filed in the District of Columbia. Plaintiffs, Senior Citizen organizations in California and the District of Columbia, are challenging the constitutionality of two sections of the Medi-Care Act of 1965. These sections delegate to a private corporation governed by representatives of the Medical Establishment, the Joint Commission on Accreditation

of Hospitals, the conclusive authority to: (1) Set patient care standards for hospitals; and (2) Determine which hospitals meet those standards and thereby become automatically eligible to receive approximately five billion dollars ($5,000,000,000) annually in Medi-Care payments.

Public Advocates serves as co-counsel in this case with the Center for Social Policy and Law, in Washington, D.C. and the Senior Citizens Project of California Rural Legal Assistance.

Status: Plaintiffs filed a motion for summary judgment, with supporting brief and proposed order on July 10, 1972.

10. Godley v. Carnation Company

In this case Public Advocates serves as co-counsel with the Senior Citizens Project of CRLA. The suit, filed more than a year ago, seeks to enjoin eight (8) milk processors doing business in California from continuing to use deceptively coded pull dates on their market milk. A "pull" date is the date indicating when, in the judgment of milk processors, their milk should be removed from store shelves as no longer fit for sale to the consumers. Much of the milk bearing coded pull-dates, however, remains longer than it should on shelves causing plaintiff low-income consumers injury to their health and pocketbooks. Of the eight named defendant milk companies, five entered into stipulations of dismissal with plaintiff low-income consumers, whereby the defendants agreed to adopt legible and easily understandable ("open") pull-dates. The remaining three defendants filed general demurrers which were sustained without leave to amend and orders of dismissal entered thereon against plaintiffs.

Legislation based on this suit has been introduced in the California Legislature (AB 645; Waxman, D.-L.A.) which would require open dating on all foods sold in retail stores. It passed the Assembly in June and Public Advocates has been asked to present expert testimony on the bill when it is heard before the Senate Health and Welfare Committee in July.

Status: Appellants' filed their opening brief on July 13, 1972.

11. Treskunoff v. Human Rights Commission

This class action, under the Brown Act (anti-secret meeting law) of California challenged closed meeting practices of local government agencies when the committee which was meeting was composed of less than a quorum of the parent body.

Status: The case went to trial in the Superior Court for the City and County of San Francisco on June 5. Proceedings

before the court were completed on June 13. On June 19, 1972, Judge Karesh signed our proposed findings of fact and conclusions of law and entered the order and judgment which we had prepared. The conclusions of law include a statement that all regular, standing committees of a local agency are subject to the requirements of the Brown Act regardless of whether the committee is composed solely or in part of members of the governing body of a local agency which are less than a quorum of such governing body. Although the declaratory judgment which was entered by the court required only the Human Rights Commission to hold all committee meetings of its non-advisory committees regarding non-exempt matters open and public and in conformance with all applicable provisions of the Brown Act, the judgment will affect the practices of several San Francisco agencies, including the Planning Commission, and will undoubtedly affect the practices of local agencies throughout the State. A notice of appeal has been filed by the defendants.

12. Western Addition Community Organization v. Alioto

This is a constitutional challenge to employment discrimination in the San Francisco Fire Department, which has only 4 black firemen out of 1800. The suit has broad significance since it challenged discriminatory job testing procedures used widely throughout California.

Status: After a lengthy trial, the federal court, on February 7, enjoined the use of the challenged testing procedures. On March 7, after further hearings, the court denied post-trial motions to stay the proceedings. The Court's ruling is of particular importance because it is the first ever to explicitly apply stringent requirements of Title VII of the Civil Rights Act to a public agency. An appeal to the Ninth Circuit is expected.

13. National Organization of Women (NOW) et al., v. Bank of California

This comprehensive class action suit filed on March 13 in federal court challenges company-wide discrimination against blacks, Mexican-Americans and women in the largest interstate bank in the Nation. The action is unique because, among other things, it alleges that banks are quasi-governmental agencies.

Status: We are in the process of attempting to negotiate a settlement. The court hearing has been continued to August 15.

14. Garcia v. Bevins

This suit in state court attempts to apply the one-man-one-vote principle to electoral divisions of the Imperial Irrigation District. The case thus challenges one of the main devices ("gerrymandered" electoral divisions) used to deprive small farmers of scarce water resources throughout California's central valley.

Status: Hearings are yet to be scheduled.

15. Charles v. Patterson

Suit in federal court challenging illegal prison procedures, including interference with the exercise of prisoners' most basic human rights.

Status: With other counsel, we are currently attempting to resolve this matter through negotiations with the Director of the Department of Corrections.

16. Citizens for a Better Downtown v. Romney

This class action suit challenges HUD financed commercial redevelopment in a presently low-income residential area of Santa Rosa for non-compliance with federal laws protecting displacees and the environment.

Status: A hearing on our motion for preliminary injunction is awaiting a hearing date.

17. La Raza Unida & The Sierra Club v. Volpe

Suit successfully enjoined $100-million federal-aid highway project in Alameda County for violations of federal statutes protecting low-income displacees and the environment.

Status: Court's opinion in our clients' favor issued November 8, 1971. Defendants thereafter filed Notice of Appeal to Ninth Circuit and their opening brief is due on July 20. State defendants have also filed a Petition for Writ of Certiorari to the U.S. Supreme Court attempting to by-pass the Ninth Circuit because of the national importance of the case. We do not expect the Supreme Court to grant certiorari until after the Ninth Circuit has first ruled. On January 20, 1972, Public Advocates filed motion and brief for court award of reasonable attorney's and expert witness fees; a hearing on this motion has been held and the motion is submitted. The motion has generated considerable interest among the Bar, and the Young Lawyers Section of the San Francisco Bar Association filed an amicus brief in our behalf.

18. Lathan v. Volpe

Suit in behalf of Black residents and community groups and eleven environmental organizations challenging $350-million Interstate highway for violation of federal relocation and environmental laws.

Status: After denial of relief in the District Court, the Ninth Circuit reversed in opinion of November 15, 1971. Defendants have apparently decided not to appeal to the U.S. Supreme Court and the case is on remand to the District Court for further proceedings. We are deciding whether to seek attorneys fees in this case.

19. Serrano v. Priest

Suit in the California Supreme Court successfully challenged unconstitutionality in California of financing secondary school education through local property tax.

Status: Supreme Court remanded for trial to factually establish whether there is a relationship between amount of money spent and quality of education received. Trial date to be set in next two months. Trial may be unnecessary if Legislature acts to implement decision. (Since this decision issued, courts in Minnesota, Texas and New Jersey issued similar decisions. We expect to be co-counsel in a like suit soon to be filed in the State of Washington).

20. San Antonio Indep. School District v. Rodriguez

This case, which has been accepted by the U. S. Supreme Court, in effect challenges the decision of the California Supreme Court in Serrano v. Priest, supra, and therefore has extraordinary national implications -- not only in terms of school financing, but as well in respect of further developments in application of the equal protection clause. In 1971, a three-judge federal district court in Texas relied upon Serrano in striking down reliance on the local property tax as the basic means of financing secondary school education in Texas. In so doing the court imposed as a constitutional imperative the proposition that "the educational opportunities afforded the...children of the state of Texas are not made a function of wealth other than the wealth of the state as a whole, as required by the equal protection clause of the Fourteenth Amendment to the United States Constitution." 337 F.Supp. 280 at 286. The Texas method of school financing is identical to that used in almost every other state.

Status: Our brief amicus curiae in support of appellees is due in September. The Attorneys General of 31 states are filing an amicus brief on the other side.

21. Confederacion de la Raza Unida v. Brown

Action against U.S. Census Bureau charging it with undercounting Spanish-origin persons in 1970 census (and thus diminishing federal funds available to that group).

Status: Suit filed on November 29, 1971 in Federal Court. Initial hearing held on January 20, 1972. Further proceedings expected. In the course of depositions in this suit the Census Bureau conceded a certain amount of undercounting and subsequently issued revised figures consistent with our claims. Resolution of the suit is therefore now likely.

22. NAACP v. Reagan

This omnibus suit filed in October, 1971 charges racial discrimination in employment, housing, education, banking and veterans affairs by the State of California. The NAACP believes this to be the most comprehensive suit ever filed against government agencies under civil rights statutes. Public Advocates is responsible only for the employment section of the suit.

Status: Initial hearings are scheduled for late Fall in Federal Court in Sacramento. As a result of this suit, the State is taking an "emergency" ethnic and racial survey of its employees and will decide in April whether to voluntarily acquiesce to the relief sought: population parity employment goals for every state agency. Population parity would provide an additional 20,000 jobs for Blacks and Mexican-Americans.

23. Mexican-American Political Association v. Hardin

This suit in Federal Court seeks to secure a free lunch for over one million needy California students.

Status: Settlement meetings are currently being held with Dr. Wilson Riles, State Superintendent of Education.

24. Western Addition Community Organization v. Romney

This successful suit challenged illegal displacement of poor residents of urban renewal project.

Status: Defendants restricted by the Court from displacing residents except under strict conditions. Periodic court hearings are held to determine whether conditions of restraining order are being adhered to.

25. Tenants and Owners in Opposition to Redevelopment (TOOR) v. HUD

This omnibus suit challenged the displacement of over 4,000 elderly low-income persons from a proposed urban renewal area in a discriminatory manner without provision of adequate relocation housing and without public hearings.

Status: An injunction was issued by the Court prohibiting displacement and demolition of existing housing until and unless the local redevelopment agency constructs 1,800 new units of low-income housing. Further hearings on a new relocation plan will soon be held. The defendants recently filed a motion to disqualify the Judge for alleged bias. The motion was denied by the Chief Judge of the District Court and his denial was upheld by the Ninth Circuit. On March 13 we filed a motion to enjoin the use of $4-million of HUD funds for any purpose other than the construction of low-cost housing.

26. Defoe v. San Francisco Planning Commission

This is a class action suit in behalf of mentally retarded children challenging zoning practices that prohibit the foster home care of retarded children in most residential areas of the City. As a result of the prohibition, thousands of children are languishing in mental institutions ill-suited to their needs even though, but for the zoning restriction, foster home care is available. Leading experts in retardation across the country and State officials have filed affidavits in our clients' behalf. The case is of great statewide significance since most major California cities follow a similar practice.

Status: The Superior Court denied our Petition for Writ of Mandate. All briefing on appeal is completed and we are awaiting a hearing date from the Court of Appeals.

27. Weeks v. Southern Bell Telephone & Telegraph

This sex discrimination case under Title VII of the Civil Rights Act of 1964 is on appeal solely on the issue of the amount of attorney's fees the victorious plaintiffs are entitled to. We are filing a brief amicus curiae. Our brief argues that in public interest cases like this attorney's fees must be adequate in order to provide an incentive to lawyers. This is particularly important in Title VII cases because enforcement of the law depends upon private enforcement in suits which are "private" in form only.

Status: Our brief in behalf of the NAACP (Western Region) and United Native Americans, Inc. was filed on February 22.

28. Keith v. Volpe

This suit, in which Public Advocates serves as co-counsel with the Southern California Center on Law in the Public Interest and the Western Center on Law & Poverty, is very similar to La Raza Unida & The Sierra Club v. Volpe, supra. It challenged the Century Freeway Project which would pass through seven communities in Los Angeles County, including Watts, and would displace thousands. The NAACP, the Sierra Club and the Environmental Defense Fund are co-plaintiffs.

Status: On July 7, 1972, the Federal District Court issued a lengthy opinion in our favor on all issues. The federal and state defendants have until August 7 to take an appeal.

ADMINISTRATIVE ACTIONS

29. NAACP v. Humble Oil & Refining Co.

A coalition of minority and women's organizations charges Humble Oil Co., with discrimination in hiring and promotion of minorities and women and seeks to condition the granting of oil and gas leases which Humble Oil has applied for in Imperial County upon its presentation of a viable affirmative action plan in employment.

Status: Administrative complaint before the Secretary of the Interior for consideration of policy decision.

30. Responsible Corporate Action (RCA) v. Wells Fargo & Co.

Complaint charges Wells Fargo Bank and First Western Bank with discriminatory employment, loan and service practices against minorities and women and seeks to block the merger of these two banks under the "public interest" and "needs of the community" clauses of the Bank Merger Act of 1966 on the grounds that the discriminatory practices would be increased by the merger against the public interest.

Status: Administrative complaint filed with the U.S. Comptroller of the Currency. Since the filing of the complaint the Department of Justice has taken a position consistent with that of our clients and it appears that we may not have to pursue the matter.

31. United Native Americans v. California Department of Human Resources Development (HRD)

Complaint, under civil rights statutes, attacks underemployment of Native Americans by a large state agency and seeks to have the agency increase the number of Native Americans hired and/or appoint a Native American trustee. Native Americans are by far the most underemployed and unemployed minority in California.

461

Status: Administrative complaint filed before the U.S. Labor Department on January 5, 1972. HRD has, as a result of this complaint, agreed to double the number of Native Americans in its employ; we expect to quadruple the number over the next four years.

32. NAACP, et al., v. All Regulated Public Utilities

Complaint filed by a coalition of organizations charges discriminatory employment policies by public utilities against minorities and women and seeks Public Utilities Commission (PUC) investigation of all major PUC-regulated industries.

Status: On March 3, 1972, the FEPC broke with precedent and through its staff recommended the institution of population parity employment to Blacks, Chicanos and women at Southern California Edison. This recommendation for population parity by 1976 at overall company level and population parity at the management level by 1980. It is expected that the FEPC staff will make similar recommendations as to the other utilities and transportation companies. Should these policies be accepted by the companies, it will mean approximately 25,000 additional jobs to minorities and women and as much as $400-million in additional salaries to minorities and women per year. On April 7, 1972, the FEPC is expected to recommend similar population parity programs for Pacific Gas & Electric and for Western Pacific Railroad. Additional recommendations will be made in the forthcoming months of May and June.

33. 144 Spanish-speaking Telephone Subscribers v. Pacific Telephone & Telegraph

Complaint seeks 10,000 additional jobs for Spanish-Americans to assure equal service and employment opportunities at PT&T to the State's largest minority.

Status: FCC hearings have been set to commence on April 17, 1972, against Pacific Telephone and all other Southwestern Bell Telephone Companies in regard to inadequate employment and service policies toward the Spanish-speaking. As a result of extensive negotiations, the President of Pacific Telephone and Telegraph, the largest member of the Bell system, announced at the Shareholders Meeting on March 24 that it would radically increase its employment of Spanish-speaking and increase bilingual services to the Spanish-speaking community. Specifically, Pacific Telephone has agreed to hire an additional 14,000 Spanish-Americans in California and will achieve this by setting a minimum hiring rate of 20-25% of all hires being Spanish-American and a minimum of 25-30% of all management trainees being Spanish-American. In addition, Pacific Telephone and Telegraph

agreed to hire and train 1,000 disadvantaged Mexican-Americans who speak only Spanish. It is estimated that this package will be worth a minimum of $112-million per year to Spanish-American communities in California alone. It is expected that other Southwestern Bell systems will consider the development of similar population parity programs.

34. Filed Administrative Petition before the Federal Power Commission regarding equal employment opportunity in the electric and gas utility industry nationwide. The Center for National Policy Review (connected with the School of Law of Catholic University, Washington, D. C.) is chief counsel in this matter. Our connection is as counsel to the California petitioners who are the League of United Latin American Citizens, the United Native Americans, Inc., the American G.I. Forum, the National Organization For Women, and the Mexican-American Political Association.

35. Under the FCC's "Fairness Doctrine" we have demanded that Radio Station KFI in Los Angeles (the largest NBC affilate in the State of California) provide our clients a reasonable amount of air time to respond to commercials paid for by the Highway lobby that are opposed to efforts to permit highway tax funds to be used for urban mass transit. Our clients include Californians Against Smog, the Environmental Defense Fund, the Sierra Club, the Modern Transit Society, the League of United Latin American Citizens, the Mexican-American Political Association, the American G.I. Forum, and the NAACP.

36. Clay v. Western Pacific Railroad Co.

This is an attack on the railroad's policy of segregating Black employees to sub-clerical status, segregating female employees to office clerical status, segregating Mexican-American employees to track-worker status and otherwise excluding minorities.

Status: The complaint is now before the Equal Employment Opportunities Commission (EEOC).

37. San Francisco Indian Center, et al., v. State and County Welfare Departments of California

Complaint filed with the Secretary of HEW in February, 1972. This action alleges employment discrimination against Native Americans in violation of Title VI of the Civil Rights Act.

Status: HEW has stated it will complete its investigation by the end of April, 1972.

38. Article II Petition to the President

On February 16, 1972, a coalition of twenty-nine Native American organizations, with our assistance, filed a Petition under Article II of the Constitution seeking a specific Executive Order that, in effect, would triple the number of Native Americans in the employ of the Federal Government. The Petition seeks to add 16,000 jobs by requiring 1% of federal employees to be Native Americans.

Status: The Executive Office of the President has acknowledged receipt of the Petition, and indicated that a response will be forthcoming.

39. El Tiradito v. Arizona Highway Commission

Administrative complaint before U.S. Department of Transportation to block highway that would destroy the largest barrio in Tucson and certain landmarks of historical and religious importance to the large Mexican-American community.

Status: The DOT informed us that as a direct result of our complaint and presentation of serious legal violations it will not finance this highway project. As a result, the Arizona Highway Commission decided to relocate the highway so as not to disturb our client community.

OTHER ACTIVITIES

40. Testified in behalf of NAACP (Western Region) at hearings on March 14 before the U.S. Water Resources Council on "Proposed Principles and Standards for Planning Water and Related Land Resources." At stake is the manner in which $10-billion of federal appropriations for massive water projects will be expended.

41. Assisting in formation of a group of minority contractors as a non-profit organization for mutual assistance in obtaining contracts from private and government agencies.

42. Aiding Native Americans, Inc. in acquiring tax-exempt status from the Internal Revenue Service.

43. Serving as counsel for the largest national coalition of Native American organizations in connection with setting up a meeting in Scottsdale, Arizona, with representatives of the 3 major networks. The meeting is to discuss elimination of all defamatory references to Native Americans and, most important, the development of affirmative action programs and announcements on Native Americans. We are also counsel to the Native American Affirmative Action Committee of Northern California and on March 27 met with executives of all northern California TV stations to discuss increased employment of Native Americans, elimination of defamatory

references, and specific affirmative action programs. Two TV stations have agreed to a number of our proposals.

44. Negotiating with industry and union representatives in an effort to achieve significant minority employment in the bottling industry in northern California our clients are 12 dissident union members who are all Black.

45. Represented National Organization For Women and NAACP at hearings before the EEOC in Washington, D. C.

46. At the request of Labor Relations Committee of the State Assembly, testified in behalf of expanding the jurisdiction of the State Public Utilities Commission's jurisdiction over employment discrimination by regulated utilities.

47. Conducted workshop on employment discrimination for a Division of the California Department of Public Works.

48. Delivered address on implementation of the National Environmental Policy Act and California Environmental Quality Act before California Conference of American Right-of-Way Association.

49. Participated in environmental law workshop of California Division of Highways.

50. Conducted workshop on the rights of youth in both secondary schools and college at Western Regional Conference of NAACP.

51. Serving as counsel for the University of California Chicano Steering Committee in hearings before the Joint Legislative Committee on Higher Education and the Co-ordinating Council for Higher Education - Select Committee on the Master Plan for Higher Education. Testimony concerns revision of the Master Plan for Higher Education.

52. Serving as counsel to the Bi-lingual Broadcasting Foundation, Inc. in the preparation of a construction permit before the FCC f a non-commercial FM license to serve Northern California. This will be the only bi-lingual station in the Southwest.

53. Assisting a coalition of Chicano organizations in negotiations with the University of California over employment practices toward Chicanos in the state university system.

54. Testified at hearings before the Congressional Black Caucus on government lawlessness in administration of the federal highway program respecting displacement of minorities and the poor and non-compliance with environmental laws.

55. Assisting in formation of a non-profit corporation for counseling and advising women on employment problems and opportunities and for educating employers and the public to the advantages of hiring workers without regard to sex and on the availability of qualified women workers.

RESEARCH AND INVESTIGATIONS UNDERWAY

1. Investigation of possible violations of federal and State truth-in-lending laws by major insurance companies and other institutions.

2. Examination of legal viability of challenges to State electoral laws that, in effect, limit exercise of the voting franchise by certain ethnic minorities.

3. Research into the application of the California Environmental Quality Act to local governmental agencies.

4. Research into possible expansion of corporate disclosure laws administered by the California Secretary of State.

5. Investigation of State and federal government practice of placing public funds in non-interest bearing bank deposits.

6. Investigation of whether FCC regulations or industry practices inhibit community access to Cable TV.

7. Investigation of whether practices of State regulated professions (medical, dental, legal, accounting, etc.) pose obstacles to entrance by minorities and women.

8. Research into tax laws and IRS regulations that discriminate against poor and middle-class taxpayers and protect the rich.

9. Investigation toward preparation of a Bay Area guide to nursing homes which would rate nursing homes in Alameda and San Francisco Counties according to the number and seriousness of violations of federal and State laws contained in Department of Public Health records.

10. Investigation per request of a Black and senior citizen consumer group as to whether complaints filed against collection agencies with the California Department of Consumer Affairs are public records.

11. Application of the Freedom of Information Act to secret reports of the Department of HEW respecting conditions in nursing homes receiving federal funds, the comparative costs of hospital services, and the guidelines for reimbursement under Medicare for various illnesses.

12. Investigation of alleged dispensing of substantial and harmful drugs to persons pursuant to the policies of the Department of Health Care Services (Medi-Cal).

13. Study of the legality of recent FDA regulations that effectively prohibit methadone maintenance by private physicians.

Law Offices of **Public Advocates, Inc.**

J. Anthony Kline, Managing Attorney
Jo Ann Chandler
Robert L. Gnaizda
Fred J. Hiestand
Albert F. Moreno
Sidney M. Wolinsky
Hon. Paul Peek, Chairman, Board of Governors
Linda Marquez, Administrator

July 18, 1972

MEMORANDUM

TO: BOARD OF GOVERNORS

FROM: TONY KLINE

RE: DIRECTION IN WHICH THE FIRM IS MOVING AND DEVELOPING PRIORITIES

At its last meeting the Board directed me to prepare, prior to the next meeting, a brief written statement describing the direction in which the firm is moving and developing priorities. This is that report.

Public Advocates has been in existence for ten months. During this brief period we have commenced 42 major class-action and taxpayer suits and 31 administrative proceedings -- leaving aside numerous other related activities that did not require litigation or administrative complaints. Of the lawsuits that have been finally decided,1/ we lost only one, and that loss was only partial.2/

Many of our victories are of extraordinary national significance, and all are of substantial statewide importance. Just a few examples:

Serrano v. Priest will not only change the manner in which secondary education is financed, so as to better serve the educational needs of the poor in California, but the decision is of great importance in connection with expansion

1/ We lost three cases that are now being appealed.

2/ The case, Environmental Law Fund, et al., v. Volpe, 340 F. Supp. 1328 (N.D. Cal. 1972) involved the legality of a proposed overpass on Rte. 101 in Marin County under the National Environmental Policy Act. We became co-counsel in this case after the plaintiffs, who we earlier refused to represent, obtained private counsel. Our objective was to prevent a judicial decision that might impair salutary developments in this area of the law; developments which Public Advocates helped fashion. Even though plaintiffs lost this suit, we achieved our objective.

433 Turk Street San Francisco, California 94102 Telephone (415) 441-8850

of the equal protection clause to cases involving discrimination on the basis, not of race, but of poverty. Serrano has been followed in four other states and the issue is now before the Supreme Court in a case in which we will participate.

Our victory in Young v. Gnoss means that the voting franchise will be extended to at least 350,000 additional Californians, mainly the young and certain ethnic minorities.

The decision in American Friends Service Committee v. Procunier is the first and most important step in opening up the state prison and parole systems to public scrutiny and, hopefully, long needed reform.

In the La Raza, Lathan, Keith and El Tiradito cases we successfully enjoined illegal freeways costing in excess of $2 billion and made important new law involving the relocation of poor residents and environmental protection. In the process we helped establish an unprecedented coalition between minorities and the poor and conservationists.

Our victory in Treskunoff v. Human Rights Commission is the most important ever under the State's anti-secret meeting law and should force much greater public disclosure by municipal, regional and State governmental agencies.

In the area of discrimination in employment we have forced the State's largest utilities to massively increase the hiring of Blacks, Chicanos and women in management positions (and we expect to win similar negotiated victories against large private companies.) In this connection, the decision in WACO v. Alioto holding discriminatory civil service testing procedures unconstitutional will have an important impact.

By filing Espinoza v. Committee of Bar Examiners (now pending before the California Supreme Court) we have forced the State Bar to seriously come to grips with the underrepresentation of minorities in the legal profession. We are informed that suits based on Espinoza will soon be filed in at least four other states.

However, notwithstanding the foregoing and many other victories, the staff is not wholly satisfied that we have been as effective as we can and must be; nor do we believe we have yet adequately explored certain areas of the law that are ripe for desperately needed change.

Most of our suits have been in the public law area rather than in the private sector. It is in the private sector, many of us believe, that poverty and public interest lawyers have been least effective. Democracy in corporate decision-making

is just one example of a subject that needs to be addressed by those who deplore corporate non-responsiveness to the public interest in numerous areas.

Another issue that deserves greater attention by public interest lawyers concerns the working poor and the lower middle-class. It may with some justification be pointed out that while the rich and the very poor receive the attention of the legal profession, the workingman has been ignored. Thus, for example, dissident union members have enormous difficulty in obtaining counsel in cases of great public significance. The delivery of health care services to middle-income persons is another area in which lawyers can help bring about long overdue change. These are areas in which Public Advocates must get involved, particularly because OEO Legal Services are constrained by unrealistic income guidelines from providing assistance.

A third area in which public interest lawyers have been derelict concerns the social impacts of emerging technologies. Public Advocates has recently commenced litigation and other activities in connection with cable television, Santa Cruz Community Service TV Project v. Santa Cruz City Council, but outside that area we have devoted insufficient attention to technological problems. There are, however, some genuine explanations for our inactivity. First, we do not have access to the kind of expert witnesses who are essential to success. Second, this is an area in which legislation is still developing and for this and other reasons litigation is often inappropriate. Third, our clients are normally unaware of the implication of most emerging technologies and do not seek our advice and representation with respect to such issues.

The difficulty of getting involved in the legal areas just briefly described is compounded by several factors. First, we have already taken as many cases as we can effectively handle for the immediate future unless we expand the size of the firm. Second, we are being inundated by requests to take additional cases, and just the processing of these requests imposes great demands on our time. Third, we must overcome the natural temptation to stay in legal areas in which we have had past experience. But these problems are not insurmountable and will be overcome. The direction the firm takes in this area must in substantial degree be fashioned by the Board of Governors and must soon be the subject of Board discussion. Although I believe we can and must reassess our priorities to encompass these areas, I am under no illusion it will be an easy task.

Another matter that is beginning to be discussed by the staff concerns possible methods of eventual self-support. To our dismay, the district court in the La Raza case has kept our motion for attorneys fees under submission for seven months. Although a favorable decision on that motion would be a landmark and enormously useful to us and the public interest bar generally, it would probably take many years for us to be able to rely heavily on court awarded fees as a means of support. However, we are not optimistic of a victory on that motion. An alternative possibility might be conversion of Public Advocates to a membership organization such as Common Cause and the Environmental Defense Fund. This, too, of course, is a matter that must ultimately be decided by the Board of Governors.

JAK:mm

TO: POINT BOARD

FROM: Richard H. Raymond

DATE: September 11, 1972

RE: PROGRESS REPORT, September, 1972

PERSPECTIVE

Point has been lively and fun; it has put more good action into the world than it has subtracted. I like that.

But Point has not been "curmudgeonly", nor has it done much "elegant" good (yet). It isn't an Olympic-level group. I really regret that; someday before I die I want to be on a splendid team that demands and achieves excellence.

Hell, we haven't even fired anybody yet!

MY EXPENDITURES TO DATE

Agents:	Fred Moore ($15,000) Diana Shugart ($3,000; remainder declined, Diana has resigned)
Discretionary:	Zen Work Company ($2,500) Anthony Amsterdam for repeal of capital punishment ($3,500)
Loan:	Project Jonah ($2,000)
Administration:	(Richard Raymond Associates) Salary ($5,000) Expenses ($1,081)

472

MY PROGRESS TO DATE

The effort I put into Point blends to some extent with the time I devote to Portola and the "Briarpatch Society" which includes many other groups.

My weekly time sheets normally indicate 10-20 hours per week charged to Point, covering interviews with visitors, office administration, discussions with agents, staff, and directors; and some of the time can best be described as "moping."

The visitors have included a sprinkling of the eastern foundation employees (young turks from Rockefeller groups, Ford Foundation, Carnegie, etc.), several representatives of rural groups experimenting with new career situations, fund seekers wanting support for product inventions (eg. steam-powered engine) or service projects (e.g. arts programs, migrant worker activities, etc.), and sundry others who are interested in "Briarpatch economics" or what's wrong with the world in general.

Each Friday morning I have breakfast at Gale's Restaurant with Howard Frederick, director of Agape Foundation (concerned with non-violence, and supported by Joan Baez). We nearly always are joined by others who are concerned with operating some kind of "giving" activity. Our discussions are mostly nuts-and-bolts, and have proven rewarding.

SELF-EVALUATION

My Point destination paper appealed for encouraging experiment-chains, with heavy interaction between Point directors and project people. It also recommended use of "Access" ahead of or supplemental to dollars. Furthurmore it urged "playfulness"and a special kind of "elitism". All this was in the context of creating new and better traditions for social behavior.

I would give myself a "Low Pass" (D+) for my first semester of work. My major disappointments have been:

1. Stimulating interaction and reporting among directors, staff, agents, and project representatives. I tried delegating this, but with poor results. I'm still seeking a way to overcome the problem.

2. Selecting "impact-prone" or "elitist" people and projects. I feel Mike and Huey have far greater skill at this than I have demonstrated. I may suffer from an undissolved precipitate of motherliness that interferes with my tough-mindedness.

3. Creating light-heartedness. Things sometimes do get a bit heavy at Point.

I feel o.k. about my performance so far with regard to setting experiment-chains into motion. Many of Point's activities, in my opinion, will ripple out and into the uncertain future with unusual results that none of us can perceive yet. And our attitude as a Board hasn't yet begun to regidify or tighten, I feel.

POINT PROBLEMS AND RECOMMENDATIONS

There are three problems that concern me most about our progress to date as a Board.

ONE. We are still only half-smart about the philisophical and functional meaning of money. Mike's "7 Laws of Money" is an inspired statement, and should be virtually memorized. But even

then, we may not know enough. For example, we should understand the importance of money as a "work equivalent"; therefore, we must understand the meaning of work (which involves doing something "of value"). (Is work the same as "right livelihood"?).

Furthermore, as Point directors, we are concerned with a special category of money, namely "surplus money"-- Is there such a thing as surplus work? Are we custodians of somebody's work effort? If so, what is our karmic obligation in that role?

TWO. We are frequently repeating the work "elegant", but I don't feel we've been sincere. I think we are sloppy. (I propose we levy a fine on anyone using the word elegant unless he/she is practicing it.) I would even accept Stewart's notion of "applied laziness".

THREE. Though our original destination papers put us in an enviable position to create a firm strategy for operating Point, I think we have yet to exploit our own insights, Why?--because, in my opinion, we haven't accepted quite enough discipline and commitment to do the little extra. We won't be a championship foundation unless we make such a commitment; perhaps we aren't ready to push that hard.

If we should insist on excellence, I think we can find a hard-core set of principles that all of us appear to feel good about--such as: we have all expressed a preference for finding competent advocates, (heroes, elitists, agents); we want lots of information and reports exchanged; and we want to develop linkages and continuity for sustaining the ideas and values of the people we embrace. In summary:

1. Competent doers
2. Report and learn
3. Linking and continuity

We have an extraordinary brace of colleagues already that constitute a rich potential. Perhaps we can spend the next six months cultivating these resources on hand, I refer expecially to such gold medal candidates as:

People	Projects
Joan McIntyre	Zen Work Company
Alice Tepper	Wheelwright Center
Jim Morgan	
Charles Watson	
Jens Brondom	
Ted Bastian	
Bill Bryan	
Anthony Amsterdam	

In short, while continuing to utilize discretionary funds and routines, the next six months of effort could be spent getting better at how we do things, before we go on to a large number of new commitments.

Anyhow:

"Nature Abhors an Upset Stomach"

RESOURCE ONE, inc.

1380 HOWARD ST. SAN FRANCISCO, CA 94103 864-8663

a community computer service

July 31, 1972

Mike Phillips
Glide
330 Ellis St.
San Francisco, CA

Dear Mike,

Your POINT letter of July 17th has come into my hands thru Sherry. I think I understand a little better your reaction to Pam's direct question to you: Michael, why don't you give us some money? even though I was not present or party to the conversation.

As one of the people at ONE who has been more or less actively involved in raising money, I have come to understand different places people who have money to give away can be in. Most of them are in a pretty bad place, finding it necessary to derive a sort of vicarious thrill out of watching their money enable other people to engage in their projects, without ever getting involved themselves. Others have their own trips, and allocate their funds only to related activities as a way of furthering those trips. I think there is also a large group of people who would love to become involved in a project that they helped to conceive, and who would gladly accept a position of equality alongside others working on the same project, to the point where an outsider could not tell from whom the financing came. For these people, their money is often a curse, because it is always on their minds, and on those of the people who approach them about one project or another. They can't escape the fact that the most interesting thing about them might be the money they control, and could contribute.

I personally have never thought of you as being in any of these categories, nor as a person to "hustle" for money. I always assumed that you were interested in what we are doing and how we could work together, and I believe that is true after working with you in a limited way and watching my friends also work with you.

I also find that in working with people, I find myself learning more about them, and sometimes an increasing ability to communicate on subjects that get skirted around at the beginning of a potentially fruitful relationship. Money, of course, is the touchiest of subjects between friends; we often hear the remark around here that people would sooner talk about their sexual problems than financial. But you must realize that we are very concerned about the financial basis of our existence; ONE and Resource One are in a very important way, experiments in new ways of organizing our activities so that we have enough economic security to concentrate on the other aspects of our lives (which still need a lot of attention, of course).

I'm sure you are well aware that the situation of Resource One is a lot different from six months ago, when we had nothing--then, we were faced with raising a huge amount of money ($100,000) in order to get off the ground. At that point, we had to concentrate on making contacts capable of donating large chunks, if not all, of the $100,000. It's not at all the same thing

to have most of the work done, most of the "hustling" behind us, and in a situation where even small grants are highly magnified in effect because they bring us proportionately a lot closer to the goal that San Francisco and B of A have set for us before they'll come thru with anything. I'm not saying this is good, necessarily, that we find ourselves here, but placing value judgments on the quality of the situation doesn't change the objective facts.

This I assume is what motivated Pam and Sherry to choose this time to talk with you about the possibility of your helping us in a different way than you have before. You will notice that my previous sentence is a sugar-coated way of saying: Michael, why don't you give us some money? But, Mike, that's the way I have had to phrase my dealings with people I don't know, people on foundation boards whose only conceivable way of dealing with us is a financial one. "

Directness and honesty are styles of dealing with friends, as opposed to faceless potential hustles we are trying to cultivate. What could be more hones than stating directly what is on our minds at the moment? Le me give you an illustrative example of how we deal with our friends who we want to work with. A guy came to see us last week, he's got a foundation grant to study cooperative vs. private development of new property into a community. He wants to prove that cooperative development, in which the people define their own structure and invest their time and money up front, is a better way. Far out. We have a good rap about his project and ours, decide we want to work together. Him: "How much is the computer going to cost me?" Us: "What is your financial situation?" We work it out from there.

I would like to be able to say I have never hustled a friend. By hustle I mean manipulate in a certain way to gain a certain end, as distinct from being sensitive to the friend's needs and concerns. Because of the difficulty of distinguishing between these two approaches, I'm not sure whether I can really say it. But to me the best way of avoiding a hustling mentality is to assume that my friend really wants to hear where I'm at. In other words, to be direct, even to run the risk of touching a sore spot. Wounds caused in this way can be healed as sensitivity--mutual sensitivity--develops between us. Much more difficult is to erase the memory of a hustle that is seen through for what it is, a manipulation.

Mike, at this point I think you have a good idea whether you can help us raise the rest of the money we need. Since talking with Sherry about your conversation, we have been thinking about your suggestion of getting S.F.F. and B of A to match additional money as we get it; just how to broach this is not yet clear. But our real problem is the remaining $40,000 and how to get it. We have approached everyone we know for help, just as we asked you. I hope that your response to our need will be based on what you know about us as people and what we are trying to do, rather than the actual formulation of the question.

Peace,

Steve Brown

REPORT TO POINT

from Richard C. Sample, Center for Environmental Action

September, 1972

OUR REASON FOR EXISTENCE: to stimulate, initiate, bring about group action at the "grass-roots" level by using the Alinsky-type community organizing process. The issues we focus upon are environmental, mostly land use. By organizing in local communities (in rural areas this usually means an entire county) we bring into being grass-roots community organizations that use important local issues as the means of 'educating' the community to what is going on around them.

OUR BASIC PREMISE: that people, in the best democratic tradition, have the right of "self-determination", i.e., they should be involved in making the political-economic decisions that "shape" their community and environment. The key to these decisions is how we use or conserve the land.

ONE OF OUR MAJOR CONCERNS: the rapidly increasing corporate control of land that is visible almost everywhere--from the heart of San Francisco's downtown district out across the seeming-endless prime farm-land of the Central Valley to the once-placid rural areas of the Sierra foothills and mountains. Our concern is what happens to the people, to the land, to the inter-relationship of the two--when the profit motive dominates. The difference in impact upon this relationship between, say, the Transamerica Pyramid and Boise Cascade's recreational developments, is one of degree rather than kind.

OUR PROJECT FUNCTIONS with one staff person who is lead organizer, fund-raiser, administrator. It is possible to operate this way only because of the technique we use in organizing. We "find" those one or two persons in a community who are potential organizers during the initial organizing, bring them "into the action", train them in the process, and "set them afloat in the muddy waters".

OUR PROGRESS TO DATE includes --- a major role in stopping one of the country's largest corporate, "recreational, second-home" developers from further destructive acts (which has resulted partially in their well-publicized financial problems of late) --- organizing, in a few months, a strong citizen action group (1,000 members) in Tulare County that recently succeeded in preventing Los Angeles' Department of Water and Power from building four large (1,100 megawatts each) nuclear power plants that would have created another "Owens Valley" in the southern San Joaquin Valley. --- a 1,000 member citizen group in neighboring Fresno County which is in the process of "turning around" that county's government by electing a new majority to the Board of supervisors--selected, campaigned for, and elected on some major land use issues, i.e., the Williamson Act (much of the one-third of the land in this major agricultural county - now under open-space contract is owned by large corporations such as Southern Pacific and is far removed from the threat of urban encroachment), destruction of the Sierra foothill/mountain area by speculative sub-divisions, contamination of the underground water, urban sprawl into prime agricultural land.

OUR MAIN PROBLEM is that appeals for help in "getting it together" are coming from numerous places--more than our meager resources can handle, even though we operate on a subsistence level.

OUR MAIN HOPE is that of seeing "spurts" and "starts" of grass-roots citizen organizing on land use issues in many different places. If this process can be continued, given trained organizing assistance, momentum gained, and "tied together", perhaps a genuine grass-roots movement can be forged that will turn this land in a new direction--where economic/political decisions will be made in such a way that we will live with the land instead of destroying it.

SAN FRANCISCO SEX INFORMATION

July 6, 1972

Members of P.O.I.N.T.

After one month of "creating" the San Francisco Sex Information, I can finally see and feel some progress. I talked to Ann Wellborne in New York today (CSI/N It's always good to talk to Ann. We've established a friendship. This hung us up for awhile, wondering if we should become another branch of the New York Community Sex Information or be independent. We decided on independence. I feel good about the decision now, only time will tell. Ann understands that we need to be independent of the New York program. We will be trading information, training ideas, workshop ideas. Ann also reassures me that we are moving along quite well and there's energy moving back and forth. We are not alone.

Leaving my very structured job with the Public Health Department was the most anxiety producing thing I've done so far. Anxiety, in terms of security (women's repression). What I knew deep down was that I needed to leave in order to finally be myself.

My head has spiraled upwards and downwards continuously. Upwards, when I think of what we have the potential to do in uplifting the sexual repression, turning people on to themselves, their own bodies, their OWN FANTASIES! Upwards, in terms of knowing more about me. I'm learning everyday more and more about my own sexuality. (And that I can't type). Part of the sexual awareness is due to the fact that our business is SEX. A lot of the awareness, or should I say the main reason is that I'm no longer working in a sexually repressing place. Carolyn and Maggie and I are "creating" our own standards of what's acceptable and what is not. What's not acceptable is sexual repression. Turning on sexually, getting in touch with my own feelings, my body, is now a part of my day instead of something I must hold back all the time.

Having men around during the day is a mind blower. All that frustration that builds up in an office full of unliberated women can now be greatly eased with a nice long warm snuggle, a juicy kiss, a hug, a blush. Maggie and Carolyn and I can be as close as we want. The sexual energy is with us as we continuously rap about our fantasies. (We may O.D. the world on sex.) Our most productive meetings are the stoned ones.

There is on the other hand the downward spiral. I grab the aspirin and the Gelusil on the way down. The migrane headache I never had before. What are we doing? What am I doing? It's better to ask that every day. The first month was very hard because we had no structure to rely on. It was all in our heads and we somehow had to mobilize all of that. Michael has been so much support, he's just always there for us to help us with the "business" aspects which we are new at handling. He is also one of the warmest human beings around. Thank you Mike.

We are just on our way to begin the training program and line up the volunteers. I can't wait until this place is moving, lots of people, lots of energy, lots of turn ons, lots of going through changes.

We could go on and on with this letter but will keep you waiting until the next.

481

Toni Ayres

SAN FRANCISCO SEX INFORMATION

July 19, 1972

Dear P.O.I.N.T. Board,

After several false starts, here's a run-down of my trip from civil servant to woman collectively putting together SFSI.

When I was first offered the chance to change, after six years of agency work, I freaked. Making the decision to leave (the separation-from-security fears showed how entangled in the CMHS bureaucracy I had become) was a 48 hour nightmare. The nightmare involved planning the endings of groups, terminating with couples and singles, talking to people with whom I was close and had to leave, both workers and people coming in for some non-oppressive, non-sexist assistance. After I left, when Carolyn, Toni and I started working together, planning SFSI, and doing our time at U.C. Medical Center, I went through many personal heavy growth changes. Women I had become close to as friends were now involved with me in a righteous struggle to produce what we all dig on - good sex information for people, easily available and non-judgemental. I had doubts whether I could BE another level of ME.

After much agony, contemplation, meditation, and other ways to search out my inner space, I have settled in with the beginning of US. We share joy, fantasies, logical ideas and far-out, freaky, mystical plans. We're moving and growing!

P.S. ... an inner space comment ...

Displaced sex energy is responsible for most of what's wrong in the world: power trips - political and sexual, prejudice, injustice of all kinds are examples. Flood the world with good sex!!!!

Maggi Rubenstein

SAN FRANCISCO SEX INFORMATION

We have:

Met with Mike Phillips

Opened a bank account

Gotten a bookeeper - Hannah Marks

Talked with Ann Welbourne from C.S.I. in New York

Written articles of incorporation

Gotten a brochure done

Rented a flat

Begun creating a good working environment - including our fantasy purple office

Put in the phones

Talked with Hazel Levitz

Collected our wits (a few times)

Put together a training program

Begun to talk with Gary about gathering evaluative information on the service

Met with Ephron Margolin around the whole legal trip

Now we have to start collecting volunteers

SAN FRANCISCO SEX INFORMATION

July 1972

Dear People:

I am now totally emersed in sex.

I knew this would happen as I sat in Mike Phillip's office beginning to verbalize the Outrageous Fantasy. It was (is) time.

A fantasy not just about the people we intend to serve, but about us too --- Maggi, Toni and I. There we sat talking about offering real, accurate, non-judgemental information about sex to a large community (S.F., Bay Area, World), and hearing, every once in awhile, something concerning my own working needs come out of my mouth as a built in part of the plan. And hearing the same things from Maggi and Toni along with lots of nice feeling support from Mike.

So, although I've been up, down, fucked up, feeling good etc., I have to admit that this is really one of the best (what does that mean?) fantasies I've ever been involved in. Even if, in some places, it's awful - it's still pretty good (see how hard it is to get me to say something is perfect? --- Never - so don't expect it, O.K.?). One of the best highs I've ever had. Best mostly because so many other people are getting high (and down) along with me.

One of the reasons I wanted to do this whole thing in the first place was (is) to work with Maggi and Toni. And some other people - to start bringing the family closer together and expanding it at the same time.

And it's really happening - we are living out our fantasies. And far from getting less work done we (or at least I feel as if I am) are getting more real work done now than in a long time. Which is an interesting note on the insanity of the typical American work situation.

It will be interesting to see, over the next few months, how our work styles develop.

The concept of "work" itself is an interesting one - Puritan value judgement/ American ethic that it is. I'd like to explore the concept of an organic growth process - the natural discipline of the organism.

Then there's the service itself.

My Mother taught me about sex and my Father told me I had to save the world. So-----

Sexual awareness does an incredible number on people's heads - it makes us feel better. Sexual uptightness - a discomfort with one vital part of ourselves - makes us uncomfortable. As Bernie Gunther said so well "dis-eased".

Our society/culture/or lack thereof forces us to repress our own precious natural sexual process. Thus we lack that source of information. One of the tools of repression is the taboo on talking about sex. Thus we also lack information from others. Information which could, among other things, provide us with more understanding of ourselves, our sisters and our brothers. And perhaps some new ideas. (fantasies)

S.F.S.I. intends to provide some of that information. Then perhaps we can begin to share our fantasies; and out of sharing each others fantasies maybe we can liberate ourselves. A little more.

Carolyn

340 Jones #1727
San Francisco, California
September 6, 1972

P.O.I.N.T. Board
c/o Micheal Phillips
330 Ellis Street
San Francisco, California 94102

RE: San Francisco Sex Information

Dear P.O.I.N.T.

In response to your request for a progress report, we have outlined the following:

I. Progress to Date - We have:
   A. Obtained a location and had the phone service installed.
   B. Nearly finished the Articles of Incorporation.
   C. Outlined screening and training program for volunteers. Starts September 11, 1972.
   D. Established rapport with other Sex Information Services (Boston, New York, Seattle), Suicide Prevention, Planned Parenthood.
   E. Begun design of testing instrument for attitudes, motivations, beliefs, behavior surrounding sex with psychology student involved in research.

II. Problems faced and mistakes made.
   A. Our first mistake was accepting a "not-very specific" role at U.C. Medical Center as Sex Therapists. We assumed we were to be paid consultants to the U.C. Sex Therapy Program and that we would have more time for S.F.S.I. Reality is that Carolyn and Maggi and Toni are "in the system half time". We are enjoying the sex therapy work there and learning even more than we knew before so the hassle really boils down to "time and money."

      RECOMMENDATION TO THE P.O.I.N.T. BOARD: Agents should be full time if beginning this type of project.

   B. Delay of forward thrust!!! We have been bogged down by legalese pelvic paralysis and general constriction of entire muscle structure necessary for continuance of momentum towards orgasmic grand opening.

      RECOMMENDATION : K-Y Jelly on legalese problem so that slides along smoothly!!

We are encouraged by Stewart Brand's message about not burning ourselves out so that is no one home. Spirits are high now and we will keep you informed on progress of training program and opening of phone service in next progress report.

486

Please note spelling and address corrections.*

Toni Ayres*
52 Grattan*
San Francisco, California 94117

Maggi Rubenstein*
46 Stillings
San Francisco, California

Carolyn Smith
2730 Tenth Street
Berkeley, California

We are looking forward to the Fall Report.

Toni Ayres

Toni Ayres

487

July5, 1972

P.O.I.N.T. Board:

We still have the matter you are concerned with under investigation and wish to assure you that you will receive your order as soon as possible. Our preliminary data shows us that our blue nylon sport shirt does come in the size you inquired about. Therefore we should be able to deliver the 24 gross you have indicated you would like to have.

There appears to be some minor confusion in the order department at the moment so we will have to give you a June, 1978 delivery date.

Rest assured that our best people have been put to work on the problem, so all should go well.

You will receive your shirts (24 gross-blue), as we said, no later than June, 1979.

Sincerely,

Smith, Ayres and Rubenstein

Smith, Aayres, and Rubenstein, Inc.

488

Switchboard for Sex Answers

MAGGI RUBENSTEIN
'Misinformation, childhood attitudes'

CAROLYN SMITH
'It's more real,' with volunteers

TONI AYRES
'A turn-on to help someone'

Callers Besiege New Agency

(489)

Telling Them Like It Should Be

By Julie Smith

Thumbing through a few popular magazines, you could get the idea the country is obsessed with orgasm —vaginal vs. clitoral orgasms, orgasms that happen too fast, orgasms that can't be achieved, orgasms you can have without a partner.

And yet, San Francisco Sex Information, a telephone information agency that started at the beginning of this month, has found itself besieged with callers who don't even know what an orgasm is.

Once they find out, they want to know how to have one. And that information can frequently be supplied in a five-minute phone call, say the three sex therapists who started the service.

Toni Ayres, Maggi Rubenstein and Carolyn Smith, all of whom have strong backgrounds in sexual counseling and work part-time as sex therapists at the University of California Medical Center, started the service because they think people have a right to sex information.

PROBLEMS

"We've found that it isn't a heavy, deep-seated problem that causes people to have problems about sex — it's misinformation, lack of knowledge and attitudes formed in childhood," said Mrs. Rubenstein.

She, like Miss Ayres, is a registered nurse. All three women have worked with the National Sex Forum and between them they have an impressive list of other credentials, including work with the Center for Special Problems, Fort Help and the Haight-Ashbury Free Medical Clinic.

They now work part time at UC and run the sex switchboard part-time, although they emphasize that the information service is not connected with the university.

It is an independent nonprofit corporation, financed by a private foundation. Plans for it started in June, after Miss Ayres went to New York and stopped in at Community Sex Information, a similar service there.

"I came back and said we'd be stupid if we didn't do something like this. Someone came along with the money for a community sex project and this is what we started," she said in an interview last week.

DISASTER

"Masters and Johnson have said one out of every two relationships is a sexual disaster, and they feel that's a conservative estimate. The reason is people lack adequate information about sex — and they have a right to it."

The switchboard (phone number 665-7300) is open from 2 p.m. to 5 p.m. Tuesdays and 6 p.m. to 9 p.m. on other weekdays. About 60 calls come in a three-hour period, but the phones ring even when it isn't open.

"It's pretty obvious we're going to have to extend our hours," said Mrs. Rubenstein. "People call 24 hours a day and just get a recorded message."

The 20 volunteers who answer the phones have gone through an extensive eight-week training course on all phases of sexuality.

They not only answer questions but make referrals to medical, counselling and psychiatric services for such problems as unwanted pregnancies, veneral disease and birth control.

ANSWERS

Hardly anything surprises them, and they give free, informative, non-judgmental answers to any adult or mature teen-ager who calls — from men who want to meet women to 70-year-old women who ask if it's all right to masturbate at that age.

Some people are so nervous about their sexual practices, they breathe an audible sigh of relief when the volunteer's attitude is "so what else is new?" said Miss Ayres.

"Are you into oral stimulation now?" a male volunteer recently asked a caller interested in that subject. "How do you feel about it? How about your husband — John — how does he feel about it?

"Oh, he likes it, too. Well, many people do it. Although it's illegal in the state of California, there aren't too many policemen in your bedroom.

"How often should you have intercourse? I would say as often as you feel comfortable with it. You're welcome."

REASSURANCE

The caller may have been one of the many people who want nothing more than reassurance that "it's OK to have sexual feelings," as Mrs. Rubenstein put it.

"A lot of people want permission to do certain things," she said, "and they are relieved to find out the person on the other end of the line isn't shocked.

Most of the calls the switchboard gets deal with rather serious problems, and the volunteers have found that most of the calls that involve relationship problems stem from failure to communicate.

"People are afraid to talk to their partners about what turns them on," Miss Ayres said. "They haven't told each other what they want."

Inevitably, there are a few crank calls and heavy breathers, but the sex therapists estimate they are getting no more than a couple of percent so far.

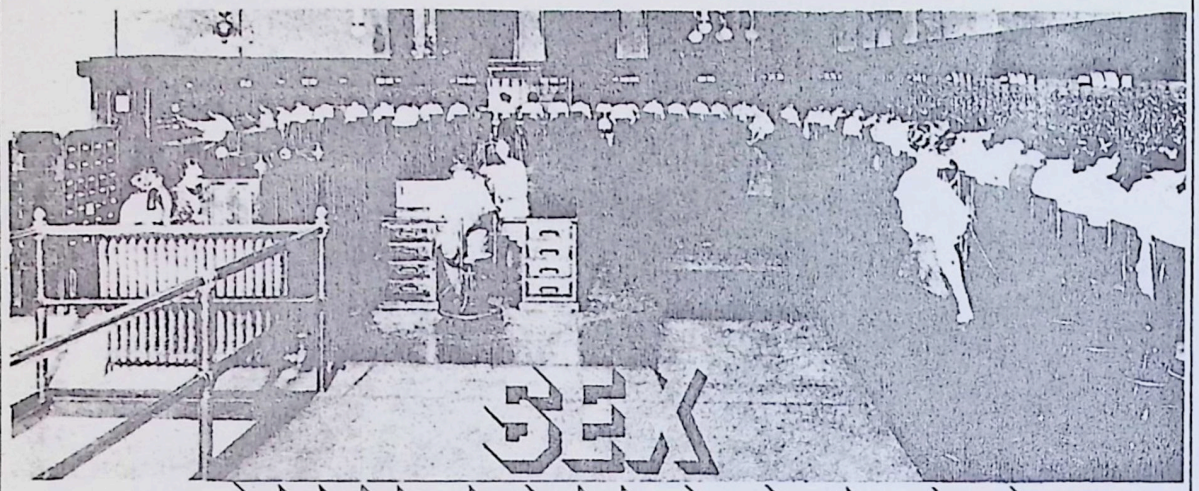
The switchboard uses volunteers rather than professionals because, drawing from a lesson learned by the Suicide Prevention Switchboard, they feel there is more human contact that way.

"It's more real," said Miss Smith. "Professionals receive a lot of training in how not to be real."

"When I was going through nurses' training," said Miss Ayres, "I had a lot of psychology courses and I worked for Suicide Prevention. When I first got on the phone, I sounded like I was selling vacuum cleaners — I just gave the whole canned rap. The average housewife did much better."

The volunteers are just ordinary people — secretaries, businessmen and the average housewife. They have chosen to spend several hours a week talking about sex on the telephone because, as Miss Ayres said:

"In some way or other they've picked up that they could have been helped through their own guilt and their confusion and problems if someone had just given them straight information. It's a turn-on to help someone else through that mystification."



SEX SWITCHBOARD

by Susan Evergreene

"Well, how large *is* his penis, anyway? (pause) That's not too small. Five inches is well within the normal range. Perhaps there are some things you enjoy that he isn't doing . . "

Every Monday through Friday since November 1st, phone calls like this have been pouring in steadily to 665-7300 in San Francisco. This is the number for the newly formed San Francisco Sex Information service which is designed to give answers and referrals to callers with sex-related questions or problems. The phones are answered three hours each weekday by volunteers who have been carefully trained to give correct and unbiased sex information.

ACCURATE INFORMATION

In the words of Maggi Rubenstein, one of the three women who developed S.F.-S.I., "People have the right to receive non-judgemental, accurate, up-to-date sex information." It was this conviction which brought Ms. Rubenstein, Toni Ayres, and Carolyn Smith together on a quest for funds to sponsor and maintain the Sex Switchboard. Two of the three women are registered nurses. All three have worked extensively in sex counseling with the National Sex Forum, the Center for Special Problems, Fort Help, and the Haight-Ashbury Free Medical Clinic. Ms. Ayres also worked as a Public Health Nurse. At present they are working part-time as sex therapists at the University of California Medical Center in addition to their work at S.F.S.I.

The three S.F.S.I. Co-ordinators, Toni, Ayres, Maggi Rubenstein, Carolyn Smith

"But it's the volunteers who really set the tone for S.F.S.I. They've undergone an 8-week training course covering all aspects of human sexuality as well as extensive screening on an individual basis. They don't use a professional or clinical approach. That would make callers uneasy."

"The volunteers don't use a professional approach. That would make callers uneasy

The basic attitude that the volunteers have been trained to convey is support. They work side-by-side in one room of the Sex Switchboard's second floor apartment in teams which become more closely knit as the weeks go by. Four people answer the phones at a time, with one of the three co-ordinators there to give suggestions if the volunteers get stuck. Standing in the room, an observer is likely to hear bits and snatches of some very unusual conversations.

"Now, let me see if I understood you. You're worried because you only turn on to other women. Do you get it on with them? Is it enjoyable? Good. Oh I see. Then your main problem is how to deal with your parents."

"You come to quickly? How long do you usually last? Well, four minutes is well within the normal range for a man, but it really isn't long enough for most women. That's the problem. Let me recommend a really good book that you and your girlfriend might read called "*You Can Last Longer*".

MASTURBATION IS NORMAL

"Masturbation? Oh, that's when a person touches and caresses the body, especially in the genital area to bring about pleasurable feelings. Only men? No. Women do it, too.

"Tell me, have you and your wife ever sat down together and just had a nice long talk about what turns you on? I know. I Know. It does seem a little embarassing at first, but how else can you ever know what each of you enjoys?"

"No. Anal sex with another guy won't give you hepatitis unless he has it. How do you feel about anal sex? How does your partner feel? Well, if you're both feeling good about it, that's fine."

The motto for S.F.S.I. can be stated simply. "If everyone involved is happy about it. It's probably O.K." In fact, a lot of people just call in to be reassured that their thoughts and actions are acceptable. They want to know that masturbation, gay sex, mild fantasies and fetishes, and oral sex are within the range of normal human sexual behavior.

Though volunteers have their own personal way of relating sexually, from gay to heterosexual to bi-to-pan sexual, they are careful never to lay their own sexual trips on the callers. They are supportive, inclusive, and encourging. They especially want to reach out to gay and the third world people. Because sex education is so poorly handled, because parents have been overwhelmed by the sexual taboo

for generations – many callers suffer from misinformation and a misguided background. "Most callers feel guilty about many forms of sexual feelings. What we really do is start them down the road to exploring and accepting themselves," explained one of the volunteers. "We try to steer the caller along the path to further sexual understanding and experience, too. We suggest things he or she might do or read if we feel he/she is capable of self-help. If the caller has reached a crisis point or a dead-end, we refer him to an agency or group which we feel will be of further benefit."

"California is a wide open State, but there are far too few therapeutic centers!!

Even though California is considered a wide-open state when it comes to sex, there are far too few therapeutic and counseling services available for the number of people who need help. According to sex researchers, about 50% of all relationships are sexual disaster areas.

Cont'd on page 6

490

SEX SWITCHBOARD

Cont'd from page 5

Many more people need counseling than are getting it now. This puts a heavy burden on the Sex Switchboard volteer.

"Many times we have to hear the *real* question without them even asking! It's not always that easy, either," said one woman volunteer. "I talked to one man for over 20 minutes about his wife's difficulty with having an orgasm before I figured out that the real problem was with *him*. He was what is clinically known as a premature ejaculator. In his words, he came too fast. Was he ever relieved when he found out he's not the only one!"

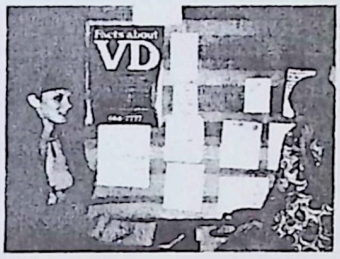
The volunteers have a long list of materials they can recommend which provide concise, practical written information on such subjects as erotic massage, masturbation for women, and the squeeze technique which can stop a man from "coming too fast". The walls of the phone room are plastered with phone numbers and addresses for a wide variety of services and organizations ranging from birth control and V.D. clinics to free universities. There are listings for encounter groups, massage classes, and personal growth centers of all kinds. There is even a rubber condom tacked onto the wall with a sign that reads "One size fit all." Sex encyclopedias and quick reference books are within arm's reach for the volunteer who is stuck for a definition or in need of further factual information.

BALL, FUCK, DO IT

One thing the dictionaries don't list is synonyms for different sexual terms, including slang and formal language. One basic principle for answering the phones is "Speak their language". This is the best way to establish good rapport with the caller so that the conversation will be as relaxed as possible. Stop and think of the many colorful words for copulation: sex intercourse, balling, fucking having sex, geeting it on and making love, to name some of the more common ones. Sometimes it is necessary to ascertain just what the caller means by these terms, especially those that are vague like "doing it". But the main thing the volunteer tries to accomplish is to let the caller know that his/her language, as well as her sexuality is acceptable as long as he's happy with it.

FIRST SEXUAL EXPERIENCE

Personal responsibility for one's sexuality is always stressed in phone conversations. If young people want to have intercourse for the first time they are asked whether they are aware of and are using an adequate form of birth control. This is a fundamental part of taking responsibility for their own sexuality. Young people often call who have just begun sexual activity or are about to begin. Sometimes girls are frightened that they may already be pregnant. Volunteers listen to what their sexual experience has been and try to ascertain whether pregnancy is indeed a possibility. Even if the caller is mistakenly fearful, and there is no possibility of fertilization, the need for birth control is nevertheless strongly emphasized. Many girls say they have been balling regularly but never thought that they would become pregnant. Often there is still time to warn them of the danger. And, since free birth



control is available in San Francisco clinics, even for people under 18 years old, there is no excuse for doing without it.

The three co-ordinators as well as the male and female volunteers all stress the belief that women must be aware of the possibility of pregnancy. One young girl called in who was about to have her first sexual experience that night after a date with her boyfriend. "You don't have to do anything, you know," replied the volunteer, "Are you sure this is what you really want? In this case it *was* what the girl wanted. Her wishes were respected; the details were discussed. Had she ever had an orgasm before? Was her vagina stretched at all so that penetration would not be painful? Did she have some form of birth control prepared? These and other questions were dealt with so that by the time she hung up she was much better prepared than most girls are for their first sexual encounter. Instead of keeping important information away from young

people, the Switchboard makes it all available so that callers can make reasonable choices for themselves.

"The chief aim is to demystify sexual expression and make it a natural form of behavior."

If the Sex Switchboard is pro-female, it is pro-male too. "We believe that men as well as women are oppressed by the sex roles that society distates. We think 'people for people' is the answer to outmoded sex roles. That's why we prefer non-professional volunteers who are comfortable about sexual feelings," explained Maggi Rubenstein. The chief aim of S.F.S.I. is to demystify sexual expression and accept it as a natural form of human behavior. As people grow up they get mixed messages from parents, schools, and religious groups. They begin to feel guilt about their own sexuality and are ashamed to communicate to others what they want. Thus, there is an aura of shame, fear, and secrecy surrounding sex. S.F.S.I. hopes to change furtive sexual attitudes into open and honest ones.

Maggi Rubenstein believes along with others at S.F.S.I that the long-term effect of honesty about sex may be far-reaching on both a personal and political level. On the personal level, feeling of indequacy cause many psychological problems. People with sexual difficulties often think, "I'm just not worth caring about". Once they begin to communicate their desires, needs and fantasies to others, they discover that people do care. She explains it this way. "People are sexual beings. That's a reality. The more in touch you are with your own sexuality, the more comfortable you will be as a total human being."

SEXUAL EXPLOITATION

Ms. Rubenstein believes that open sexuality will bring with it widespread political implications. "Sexual repression is responsible for all sorts of other societal problems such as 'power trips', prejudice, and alienation. An awful lot of violence and oppression are tied into fears of being honest and open about sex."

She sees sexual exploitation as a prototype for other forms of oppression. "Violence can be a substitute for frustrated sexual expression. Communication on all levels is affected by people's bodies." She believes that S.F.S.I may be able to strike its own blow against violence and oppression.

The future plans for S.F.S.I are optimistic. The second group of trainees will begin their course in January. Once they begin answering the phones the hours will be extended from the present three hours each day, Monday through Friday. Along with increased hours, there are hopes of establishing local sex information centers throughout the Bay Area. And, they hope, with the data collected from the phone calls, to be able to show the need for further sex reaearch and more clinics and growth centers to serve the real needs of the community. San Francisco Sex Information will continue "to reach the people who want to know" as long as the need exists.

In the next issue of Sexual Freedom: Part Two: Volunteers in Training -- Open Up and Learn

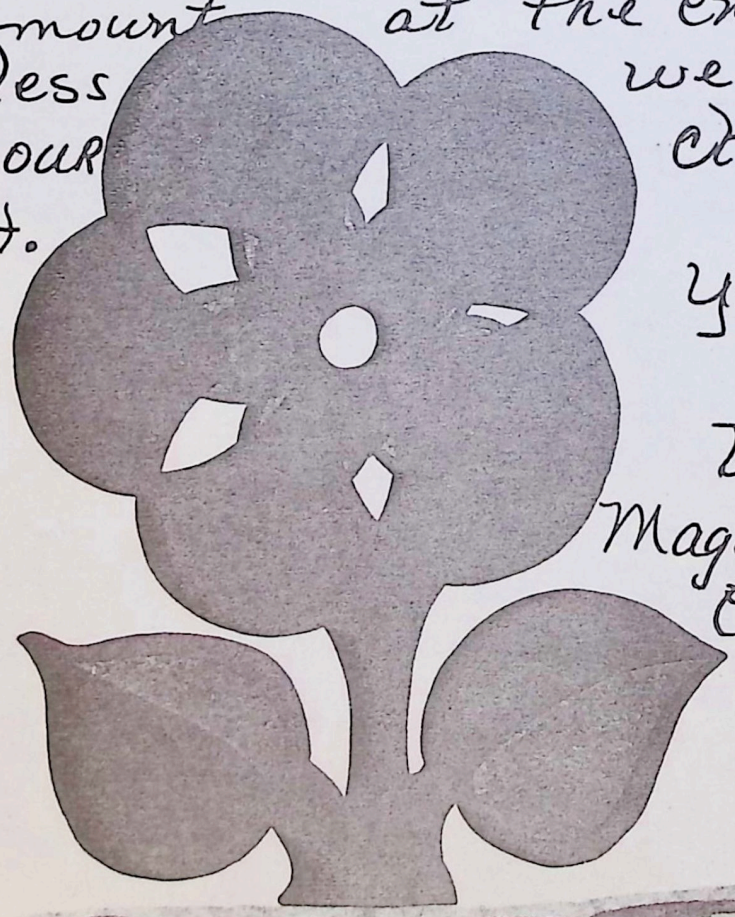
(491)

Gentlemen —

In reference to your account of $36.00 for January 7, we have sent you two statements and two personal letters about this account and we have not yet heard from you. We are sure you can see why we will have to draw on you for the ammount at the end of this week unless we previously receive your check in settlement.

Yours Truely,

Toni Ayres
Maggi Ruberstan
Carolyn Smith



DESTINATION: CRISIS

"I got a headful of ideas
that are drivin' me insane,
it's a shame the way she makes me sweep the floor..."

- Bob Dylan

Diana Shugart

The concept of crisis doesn't mean anything to me in the abstract; it does mean something in terms of the troubles we run into in attempting to act as powerful and responsible individuals. These troubles, which are at the heart of what I would call our collective "crisis", result from lives that are missing one ingredient. This ingredient is vision, and it seems clear that vision is the source of all power.

Our individual and collective task is to articulate our visions, and to make them manifest in our lives and in our work. This seems to me the best, and possibly the only way of dealing with crisis, although it's an extraordinarily difficult process. Witness the hundreds of good ideas that get lost in the shuffle, and the hundreds of hard-working, well-meaning people who know how to do what they're doing well, but don't know why they're doing it. Vision has to get translated and shared and used in order to be powerful, and power without vision is like a railroad train without tracks.

My own vision has to do with reinfusing our culture with some elements which are currently the sole, and often secret domain of women. Women have a rich experience in philosophy, in intellect, in wisdom, and in spiritual tradition. Sadly, this experience is almost totally unexplored, and almost totally unshared. Women traditionally communicate with other women about their feelings and their daily lives, and with men about the goings on in the world. Often there's no connection. Our culture tends toward the separation of our intellectual and emotional lives, hence "dry intellect" and "raw emotion". We badly need to be able to reintegrate these energies. We need warmer, sexier ideas; we need more feeling for the natural

rhythms of life, and what women have to offer in these realms needs to become much more a part of our collective consciousness. Giving voice to the insights and visions of women could take us a ways toward this reintegration.

With this as my general orientation, and publishing as my medium, I'll be finding, feeding, seducing, encouraging, and raising this voice, hopefully, to the rooftops.

In addition to this overall pursuit, there's one particular project that I'd like to do, one that grows out of this vision, and focuses it on some of the sore spots of our society. It's a particular strength of women and womanly insight to view potentially tragic social situations as sources for learning and growth. The lives and experiences of racially mixed children, and children who are being raised by homosexual parents are such situations. I'd like to explore these situations through every possible medium and art form - writings, drawings, photography, t.v., film, etc., with a view not toward affecting or "helping" the individuals involved, but rather toward making public all that they have to teach us. These people are living every day with some of our most critical problems - racism, over-population, violence, sexual prejudice, and they are having to find unique spiritual solutions to these problems. The closer we can come to experiencing these problems directly, and in their most extreme forms, the more we'll know about where we're at and what we're headed for. I don't want to do research <u>on</u>, or write <u>about</u> these people's lives; I want to convey them, transmit them as directly as possible, so that the feeling and taste and sound and meaning of these lives can become a part of our experience. Whatever progress we make toward the goal of saving the world will be a good measure of how much we've learned about tending to our own gardens along the way.

by Ansel Adams in *This is the American Earth*

SIERRA CLUB LEGAL DEFENSE FUND, INC.

JAMES W. MOORMAN
Executive Director

BARRY A. FISHER
JOHN D. HOFFMAN
BEATRICE CHALLISS LAWS
Staff Attorneys, San Francisco

H. ANTHONY RUCKEL
Staff Attorney, Denver

October 6, 1972

Mr. Huey Johnston
THE NATURE CONSERVANCY
215 Market Street
San Francisco, California

RE: The De Facto Wilderness Review Litigation

Dear Huey:

Earlier this week I talked to you on the telephone about the possibility of obtaining a grant from POINT for our suit against the United States Forest Service concerning over 35 million acres of roadless areas. At that time you asked me to set the problem out in a letter, which I am delighted to do.

As you probably know, the National Forest System is quite large, encompassing about 180 million acres. Of this amount, only about 14 million acres has been protected as wilderness under the Wilderness Act of 1964. There is, however, a far larger acreage of unprotected wilderness. This unprotected wilderness is often referred to as "de facto" wilderness by conservationists to distinguish it from wilderness protected under the Wilderness Act. At the present the Forest Service has inventoried about 35,000,000 acres of de facto wilderness in approximately 1,000 roadless areas of 5,000 acres or more. In addition, we believe there may be another 10-15,000,000 acres of uninventoried de facto wilderness in the National Forests.

496

The basic law governing the National Forests is the Multiple-Use and Sustained Yield Act of 1960. It is our position that that Act requires that each area of the National Forest is to be governed in a way that meets the highest and best needs of the American people. It is also our position that the Forest Service must make a determination that wilderness preservation is not the highest and best use of any roadless area prior to any decision to cut or road the area. It is our further position that this determination requires public hearings and interdisciplinary studies and a complete record as to the worth of the area.

Were one to study the regulations of the Forest Service, he would believe that the procedures for wilderness protection were fully adequate. In fact, however, the regulations were largely ignored until last year. Then, in an attempt to rid themselves ever after of the need for any future wilderness considerations, the Forest Service decided to review all the National Forests in one lump. The result was the 35,000,000 acre inventory and a series of "public" meetings this spring. The Forest Service intended, as a result of these hearings, to make the final determination, forever, of what areas would ever be preserved as wilderness.

Unfortunately, these hearings were a complete whitewash. Notices appeared in obscure newspapers, many meetings were held simultaneously in small towns throughout the West, maps did not indicate what areas were under consideration. Those who did learn of the meetings did not have the benefit of any informed study or review. Often they were not allowed to make presentations. Obviously, national organizations that have had the most to do with wilderness preservation had no opportunity to prepare or participate.

At this point we filed suit to demand environmental impact statements and fair hearings on all the de facto areas. We obtained a restraining order and then a preliminary injunction. The timber industry intervened and counterclaimed against us for $20,000,000. More immediately, however, they have successfully raised the cost of the litigation through big firm tactics by a factor of 6. What we had thought would cost us $5,000 in expenses beyond our ordinary administrative budget has already cost us $15,000. On top of this, we are facing massive discovery and trial in November.

As a consequence we will spend at least an additional $15,000 that we did not anticipate. Unfortunately, this is $15,000 we do not have. The money will be spent for travel for lawyers, witnesses, the payment of non-lawyer assistants to help with document searches, transcripts, and fees for Bruce Terris. Bruce is a Washington attorney who has devoted three months to this case. Neither Bruce or his secretary can afford to contribute their time without compensation.

In summary, we are desperately searching for the $15,000 to keep this case alive. If POINT could assist us at this critical time, the consequences for our National Forests may be astounding.

Should the Board of POINT have any questions concerning any of the above, I am available to discuss all aspects of the case in detail.

Sincerely yours,

James W. Moorman

James W. Moorman

JWM/vzg

1815 White Oak Drive
Menlo Park, Ca 94025
January, 1973

POINT
Box 668
Menlo Park, California

Friends;

I am deeply grateful to POINT for the grant which has enabled me to devote my fledgling legal career to causes of social interest. Fortunately for all concerned, I passed the California Bar Examination. No can estimate the extent of my chagrin had I failed. Judge Clark should have been so fortunate.

As a consequence of the grant and my admission to the Bar, I am now an Associate Counsel for the American Civil Liberties Union of Northern California. Two or three days a week are devoted to ACLU cases; the rest of the time is spent on the novel issues and cases which seem to drift my way. The need for legal assistance is obvious from the number of people who can use free or low-cost advice. One illustration will demonstrate the point to POINT. A friend of mine was sued for $186 by a collection agency over a debt which my friend claims was non-existent. The lawyers he consulted advised him to pay whether or not he owed the money because the attorney's fees would easily exceed that amount. I helped him avoid a judgment by default by making sure he met filing requirements. The case is now at the point where the collection agency is on the spot to prove the claim and a dismissal is likely. I have been told that unjustified claims are frequently successfully pursued because low and middle income, or for that matter, high income, people cannot afford to fight.

For this report, I feel that the most interesting format would be a tale of the highlites of the cases I am involved in. This is not to say that is all I am doing - just ask my wife.

Bruce Franklin and I were victorious in our battle with the California Department of Human Resources Development. HRD claimed that Bruce's "militant" activities rendered him ineligible for Unemployment Benefits. During the hearing before a referee (and amidst a concern for disruption expressed by the Palo Alto Police), we asked a Department witness to be specific as to the nature of of Bruces's "militant activities". Much to our amazement, the attorney representing

the Department (the chief of the legal section) objected - on the grounds that we had not laid a proper foundation to show that their witness knew what those activities were. Of course, the referee, audience, and we were delighted that the Department was so helpful. Eventually it appeared that the "militant activities" were Bruce's appearing on a talk show and writing articles which discussed his firing from Stanford. The referee ruled in our favor - holding that the state could not deny benefits for constitutionally protected activities. HRD (wisely, in my estimation) declined to appeal!

In another proceeding before a referee of HRD, I represented George Peabody, a picture framer, leather worker, and arts and crafts salesman, who had been denied unemployment benefits because he had collar length hair and a neatly trimmed beard. Again we were victorious - the referee ruling that his appearance was an impermissible basis for the state to use to deny benefits and that his appearance did not limit his labor market.

In an attempt to demonstrate racial discrimination at Moffett Field Naval Air Station on behalf of the NAACP, we were less than successful. We filed two complaints which the command found wanting of proof of discrimination. Although there were disproportionate percentages of blacks in the lower pay grades, the absolute numbers were too small to be determinative. Additionally, the criteria used for job selection were extremenly subjective and therefore unassailable without evidence of overt discrimination. We achieved partial satisfaction through a settlement of one case. The other is still pending.

I also serve as co-counsel for Bruce Franklin in his suit against Stanford over his dismissal. That case is still in the pleading (paperwork) stages. We are scheduled for a hearing on whether the fact that Bruce "received" a "hearing" before the Advisory Board precludes his from going to court. The University so argued, but President Lyman conveniently made a speech to the contrary. I intend to keep you informed of the progress of this case.

For a while, I thought I might end up being Bruce Franklin's personal attorney, but such was not to be. Charles Garry, older and wiser(?) than I, is handling the serious criminal charges Bruce faces. I know little more than what I read in the papers. I swear!!!

500

I am assisting in the attempt to have the FBI return property

taken during the "roundup" of members of Venceremos last month. The FBI, without a warrant, ransacked houses, taking large numbers of items - ammunition, rifles, clothing, books, etc. Since the items are not contraband nor are they to be used as evidence, they must be returned. However, the FBI is requiring that someone go to San Francisco and sign ownership statements prior to the return of the property. This, where they had no right to take the property in the first place. There are issues of self incrimination, forced registration, and outrage. I am negotiating with the U.S. Attorney's office and the FBI in an attempt to have the property returned without having to go to court. (That comes later)

Eric Wright, Professor of Law at Santa Clara University, and I have filed suit against a number of insurance companies and credit reporting agencies (credit bureaus) - charging violation of the Federal Fair Credit Reporting Act (which regulates, somewhat, reports prepared by credit bureaus) and the California Civl Rights Act (which prohibits discrimination by businesses). Our client's automobile liability insurance policy was cancelled on the basis of an investigative report which stated that he lived in an apartment with another man and a woman and that he had associates who were unkempt in appearance. Insurance companies feel that they may cancel or refuse insurance for arbitrary reasons or without any reason at all. We are attempting to challenge this arbitrary power. We expect considerable resistance from the insurance companies.

In the preparation stage is litigation challenging a Department of Motor Vehicles practice of requesting social security numbers from license applicants. The challenge will be based on the "right to privacy" amendment to the California Constitution approved by the voters.

Also in the works is a challenge to the Palo Alto Unified School District's firing of a multi-cultural assistant because he had been arrested in a civil rights sit-in and took a trip to North Viet Nam.

More on these later. I can provide more information upon request.

Again - many thanx.

Peace and Justice,

Larry Sleizer

Larry Sleizer
1815 White Oak Drive
Menlo Park, Ca 94025
325-9074

pacific change*

2229 lombard, san francisco 94123

(415) 567-5835

"JoAnn was asked to write a mini-destination paper, and paid $100. This is what she submitted."

Elijah for Dec. Meeting

December 1972

You have asked me to write my thoughts about what to do with the money in the Point Foundation.

I suggest that you give a significant part of it away on the recommendation of the people at Pacific Change, and that Pacific Change participate in the process of Point by having a collective seat on your board of directors. As we see it, this arrangement will be mutually beneficial. The interest of Pacific Change is threefold: first, to make funds available to social change projects that we like; second, to get funds to support the operation of our office; and third, to exchange resources, experiences and opinions with the people at the Point Foundation.

Point and Pacific Change share an interest in innovative activities that deal with the roots of social and economic injustice, alternative institutions that challenge social structures, and self determination for people on a grass roots level. However, the conversations we have had with several members of Point indicate that the foundation is isolated from a number of communities and projects involved in social change work. This is due in part to the composition of the board. Our experience with several of you is that you are intelligent and very creative people who have been involved in socially useful work for some time. Yet because you are all well-educated white men you have limited access to third world communities, feminist and working class groups. Also, you are not in a position to adequately evaluate social change process within those important groups, because you are not from those backgrounds.

A second difficulty with the operation at the Point Foundation is that its process involves only a small part of each of your lives. It is difficult for groups to approach Point at all, since none of you wishes to spend a large part of your time evaluating proposals and meeting with organizers, much less getting direct feedback on projects you fund after the grant money is spent. Furthermore, since you do not work together regularly it is harder to share individual experiences and ideas and to develop some collective political and social consciousness.

Pacific Change is a working collective that raises money for social change projects in a wide range of communities. The office is itself supported by contracting with small foundations and wealthy individuals. We evaluate and recommend proposals for them and keep necessary

*formerly Fuller and Associates

records and reports to comply with IRS regulations for tax-exempt giving. We are three black men, Jim Queen, Nesbit Crutchfield and Alex Ben, and three white women, Susie Gerard, Merle Wolin and myself, who all have recent and ongoing involvement in social change movements in our own communities. Because we work collectively we get the full benefit of differences, and occasional clashes, stemming from our sex, race and economic backgrounds and our personal experiences. The funds we raise are a tool to strengthen the movement we are involved in.

We work primarily with West Coast projects, and small amounts of money. We established geographic limits because we like to spend time seeing and talking with organizers, to get a sense of the project itself and its context. Raising small grants allows us to help more projects and generally gives us more leverage on the funds we do raise. Also small seed grants encourage groups not to become overly dependent on foundation funds -- an unreliable resource at best. Because we work collectively, we have a broad base of backgrounds and contacts from which to find and evaluate projects. Since we spend most of our time doing this work, we are known by many organizers and groups, and have the perspective of having assisted hundreds of projects over the past three years.

Giving Pacific Change a collective vote on the board of the Point Foundation is a concrete way to end the isolation of the Point Foundation and to expand its involvement in good social change projects. In addition, because we have access to other fund sources, the potential leverage of Point Foundation grants will be increased. Money from local fund sources like Point can be used to attract additional money for projects from larger sources outside Northern California.

I would like to spend part of the December 7 board meeting learning more specific information about Point -- how much money it has, what you have made grants to, and how you make decisions. Finally, I would like to discuss in more detail the relationship we have proposed between the Point Foundation and Pacific Change.

JoAnne Silverstein

FOR POINT: A Travelling Tool Store and Jack-of-All-Trades School and Information System.

J.D. Smith

I am thirty years old, and have worked at the Whole Earth Truck Store for just about two years. I was working as a carpenter when I hired on at the Truck Store. Before that I was a schoolteacher, filmmaker, treetopper, janitor, kennel cleaner, pulpwood faller, steelworker, civil rights worker, sandalmaker, book clerk, hay waddie, gandy, greens mower, autoparts clerk, and drugstore rodeo cowboy. I have a Bachelor's Degree from Tufts University, with a major in philosophy, and two seminar-days' worth of work toward a Ph.D. in English Literature, the works of the vorticists my specialty thesis. I have a woman, a daughter, a truck and trailer, and some tools. Best of all, I have a deadline: I have to move out of my house by May, 1972.

Here is what I'd like to do: equip myself as a tinker, Mr. Fixit, Jack-of-all-trades, load up the trailer full of good used and new hardware, take the subscriber's list from the Last Supplement, and set out as a travelling tool store, visiting and learning from people, swapping information, and eventually settle in somewhere with a little cottage hardware and repair store as a means of subsistence. I don't have any idea of the time required to carry out this plan. Pam and I have never travelled more than three or four months at a time before, so I would guess that we'd probably hole up somewhere by next winter, maybe in northern California, or Idaho, and just move around in the summers, because it won't be long before Delta will be wanting to go to school.

I need a grubstake of six thousand dollars, with no promise that I would have to pay it back at any particular time. I would use two thousand to get the truck, trailer, and Mr. Fixit all ready to go....new tires all around, automotive tools, two-stage welding rig, plumber's tools, transit, mason's tools, and two months lead time. I would take two thousand dollars and equip the store with used tools by rummaging through the flea markets and second-hand stores in a hundred mile radius of the Bay Area. I would use the last two thousand to open an account with one of the big harware wholesale houses in this area, probably with either Baker and Hamilton or Gleseners, so I could get what tools are impossible to find in good used condition, like carpenter's levels, for instance.

The school notion works like this: In exchange for the grubstake I promise to try to become an accomplished hassler, ombudsman, Mr. Fixit, or travelling tool store, and, in order to feed a starving apprentice system, to teach whatever I learn to whoever wants to learn it, but outside a classroom situation.....if someone in Walla Walla wants to rebuild a carburetor, I stop long enough to teach them.

I can't think of many ways in which Point can benefit directly from these ideas, unless your toaster won't pop up, your windshield wiper motor is burned out, your sink won't drain, or your door won't open.

love,

jd

J. D. Smith
Point Report, late september 1972

Been out of California for four months and have been reclimatized to baseball caps and commodity lunchmeat, sweat and grease, breakfast at sunrise, and reading for the libidinous quest of no-information. I never passed a chance to stopm and throw myself into a family's flat-tired vacation scene. Over the fifteen thousand miles at fifty or a hundred miles a day, I got to build a Lone Grease Ranger's soft mannerisms. (Perhaps this timing light will tell you who I am.) City folks paid me with pocket change, country people with handshakes, and the rest with beer and dope.
I wrote a song which I sang, with a back up cowboy band in a bar in Warren Idaho. Point is welcome to the copyright:

Harry was a worker in a Detroit factory.
He earned his daily bread there twenty years.
He often worked the graveyard, seldom took a spree,
Cause money wine and women were his fears.
Harry was American, a defender of the name,
And loved his weekly football like a man.
Then late one afternoon, in the middle of a game,
Harry got the urge to see his land.

Chorus See America First
Quench that wandering thirst.
Take a little break, for your country's sake,
And see America first.

So Harry borrowed money to take his family.
He said he'd meet the payments every time.
He bought a motor coach just jammed with luxury,
And just a little trailer for behind.
Then Harry went to packing with Rover and the kids,
And there really wasn't much they didn't load.
They took a little beer, like the folks on T.V. did,
Then Harry, wife and family hit the road.

Chorus

They had a little trouble a little past Demoines,
And paid the fellow twenty for the tow.
Breakfast lunch a supper they were eating up the coins,
And Harry got to feeling kinda low.
They hit a cow in Kansas, bumped a Chevvy near Pikes Peak,
Blew a generater in Salt Lake.
In Reno there was boozing, a little losing streak.
And San Francisco Bay looked like a lake.

Chorus

Then they headed northward, along the ocean coast,
And back across the mountains and the palms.
Down to see the geyser and a bear or two at most,
And every other night it seemed to rain.
Home was looking better than it ever had before.
Even good old rover missed the lawn.
The kids were never quiet, spilling milkshakes on the floor,
And Harry wished to Christ he'd never gone. Chorus

506

They finally hit Chicago, began to feel at home,
And the traffic on the freeway wasn't bad.
They had a trailerful as proof they had roamed,
Even though they owed on all they had.
When finally to the driveway of their little home they pulled,
And told the neighberhood of all their thrills,
They all went back to work, their lives were once more full,
of nine to five, and football games, and bills.

Singing See America First
Qench that wandering thirst
Take a litte break for your country's sake,
And See America First.

I sold a few tools, but misjudged the flow patterns. After spending a couple of years with books, the Catalog, and the city, I was sure that the people out in the country needed hardware. They want books, because they can borrow tools from thier neighbors. People in the city will probably buy tools but I'm not going to stick around to find out.

I spent the months of July and August picking up a parallelogram log cabing roofing, flooring, and chinking, so Pam, Delta, and I would have a place to get snowed in for six months, at a hot springs owned by a brother and sister, called Burgdorf, thirty two miles north of McCall, Idaho, rent free, in exchange for fixing the cabin.
So right now I am trying to figure out how to swap shovel's for sesame seeds.

Does anyone have a design for a greenhouse, heated by gravity fed hot water, 113 F., at up to a hundred gallons a minute, with the possiblity of fifteen feet of snow. I have plenty of wood, earth, sheetmetal, three quareter inch galvanized pipe, and fittings. Can't afford rigid clear material and know what fourty below does to anything that is soft at room temperature. Do you know where I can score 600 square feet of eightheinch flexiglass.

The forest service wants a 66 by 2000 foot easement across Scott Harris' land at Burgdorf. They want to build a new road right by the springs, two lane blacktop, and offered Scott and Gretchen $1450 dollars for the things, that would cut right between the barn and the meadow. They have deeded, government, rightaway for more clear cutting and tourist facilities up further into the mountains, but the location of the access is not specified in the deed. Scott wants them to put it across the meadow, along Lake Creek, which would make the road more expensive to build. Any legislative attention would be appreciated. Operation Burgdorf, Burgdorf, Idaho, via McCall, 83638.

Thats my address too. I am going to build furniture for a few months. We'll be snowed in until June. They airdrop the mail. If you need any thinking done, I'll have the time.

love,

jd

KW (Oo) F

The Pacific Killer Whale *(Orcinus orca)* Foundation

P.O. BOX 183, NORTH VANCOUVER, B.C., CANADA

December 27th, 1972
By: Paul Spong

Dear friends:

KW(Oo)F, the Pacific Killer Whale (Orcinus orca) Foundation Society, is a non-profit scientific and educational organisation dedicated to the scientific study of the killer whale and other species of cetaceans, the whales and dolphins, and the advancement of man's understanding of these creatures. Although KW(Oo)F has only been legally incorporated for little more than a year, we, its founding members, have been actively pursuing cetacean research for over five years now. During the period 1967-1969 we worked exclusively with captive cetaceans, principally Orcinus orca, conducting a series of experimental psychophysiological studies of visual system function, and exploratory observational studies of auditory system function and non-primary reinforcement. For example, we found that Orcinus orca sees underwater about as well as a cat sees in air; we determined that visual information is probably processed by it in a highly specific manner; we described the probable sound input channels of the auditory system; and we established that sound stimulation and human companionship are highly rewarding to Orcinus orca individuals isolated in concrete enclosures. We also came to recognise the probability that captive environments substantially modify normal patterns of behaviour in Orcinus orca, and the certainty that intensive studies of this creature in its natural habitat are essential to an integrated understanding of it. During the period from 1970 to the present, although we have continued working with captive cetaceans to some extent, most of our investigative energies have been devoted to field studies of the behaviour of Orcinus orca. The following paragraphs briefly outline the development of this work during the past three years.

1970: In June 1970, following earlier consultations with Indian people and fishermen in Alert Bay B.C., we established a land-based field station on Hanson Island in the Johnstone Straights region of British Columbia. The site selected was proximal to routes reputedly habitually travelled by killer whales during the summer months, and physically fulfilled various requirements relating to its suitability for observational, experimental, and general living purposes. Hanson Island is situated about 200 miles north of Vancouver, B.C., and about 50 miles below the northern tip of Vancouver Island, between it and the mainland. The objectives of this first summer study were broadly defined. It was essentially an exploratory attempt to conduct descriptive and experimental studies of Orcinus orca in its natural habitat. We constructed a rudimentary laboratory housing equipment enabling us to monitor and record the underwater vocal behaviour of passing whales, and to project a wide variety of sound stimuli into the water and air. During the three months of the study we accumulated substantial routine data concerning the movement of Orcinus orca pods past our station; we recorded over 100 hours of Orcinus orca vocal exchanges; we conducted numerous sound stimulation experiments; we succeeded in feeding free whales; and we made some preliminary

attempts to track Orcinus orca pods. Gradually, we began to understand some things about the whales we were watching. The population comprised more than 50 individuals. We came to regard it as socially homogeneous to the extent that on some occasions we saw what we assumed to be the entire population congregated in one area, apparently co-ordinating their activities. Typically, however, the population was broken down into several sub-units or pods displaying apparent compositional and numerical variability. Some mobility of senior bulls, large male whales with dorsal fins exceeding six feet in height, was evident. A surprisingly high proportion of the population were juveniles (about 60%), causing us to speculate that the population may have been subjected to some recent decimation of adult members, or that it may perhaps function as an Orcinus orca social unit somewhat akin to a Homo sapiens communal child caring unit such as a school. Much Orcinus orca behaviour seemed tied to the movement of salmon. The whales enter the area near the onset of the annual salmon runs, in mid-June. The size of the whale population peaks during the height of the salmon season, in July and August, and declines toward the end of the salmon runs, until, if local reports are accurate, the last of the whales leave the area by the middle of December. Additionally, the detailed daily movements of Orcinus orca pods displayed considerable correlation with movements of salmon schools. In general, we concluded that this Orcinus orca population is present in the area during the summer months primarily to feed on the salmon abundant in that area at that time of the year. We noted no obvious diurnal patterns of rest and activity: the whales were as active during the night as they were during the day. Experimentally, we established that whereas music and other recorded sounds, and synthesised sound stimulation, have low reinforcement value for free whales, live music has positive reinforcement value for them. These results contrasted sharply with the results of our experiments with captives in which a wide range of sound stimulation, regardless of origin, were demonstrated to have positive reinforcement value. Our successful feeding experiments indicated the probable practicality of future telemetry studies of Orcinus orca behaviour and physiology. Overall, despite obvious imperfections and limitations, this first field study proved fruitful, yielding some preliminary insights concerning the natural behaviour of Orcinus orca, and encouraged the planning of further studies of this population.

1971: Unmanipulable external influences confined our 1971 study to the months of August and September. We were principally interested in determining the feasibility of interacting closely with killer whales on the open ocean, and of making detailed observations of their behaviour at close range. To our delight, a human presence was apparently immediately accepted the first time a pod of whales was approached by a person in a one-man kyak. We thus felt ourselves to take a small but significant step towards real interspecies exploration and communication. On ten occasions we were able to travel with pods of whales in this kyak for periods of up to eight hours, interacting with them in numerous ways, and observing them at close range in the wild for the first time. Needless to say, these were ecstatic moments! To the extent that we were able to identify some individuals in the population which had been present in 1970, we felt we were observing basically the same population that had been in the area the previous summer. Although routine observations of the passage of pods past our field station again suggested that the whales are active throughout both day and night, we were afforded

opportunities to observe a clear resting pattern of behaviour. Under conditions yet to be determined, whole pods, sub-units of a pod, or individual adults, occasionally take brief rests 10 to 20 minutes long. These rest periods typically occur during the minimal current flow tidal change period, and may take place in open waters or within sheltered bays. Group resting is characterised by regular and synchronous respiration. In this Orcinus orca population, the dominant behavioural activities, day and night, appear to be hunting and feeding. Individual and pod activity patterns appear to primarily reflect co-ordinated hunting and feeding: we commonly observed the individuals comprising one or more pods co-ordinating their hunting and feeding activities for several hours at a time. It is obvious that Orcinus orca is an efficient, meticulous, hunter: a pod, or several pods, may work for hours, systematically surrounding and herding schools of salmon, before feeding. Feeding, as well as hunting, frequently occurs as a co-operative process. For example, when a school of salmon has been surrounded by a tight circle of whales, most of them maintain their stations on the perimeter of the circle, while a few dash in to feed. Hunting situations are typified by frequent vocal exchanges between individuals, and by intermittent echolocation, the sonar-type sounds emitted by whales and dolphins in relation to the acquisition of environmental information. During feeding, vocal output is predominantly echolocation. We again noted a close relationship between pod movement patterns and tidal changes. Typically, pods were observed hunting in one direction until the tide changed, perhaps resting in sub-unit shifts at slack tide, and then moving back again with the flow of the current of the new tide. Effortlessness was perhaps the most impressive quality of these daily activities. Movements of salmon schools, it should be noted, are strongly influenced by tide and current. In general, we were delighted by the results of these first excursions amongst free whales. Our simple, open-eyed open-minded observational technique yielded some valuable insights concerning the routine daily lives of the members of this Orcinus orca population. Furthermore, we felt a degree of acceptance of our presence in their midst which was gratifying, to say the least, and the source of high hopes for the future.

1972: This most recent summer's study was four months long. We arrived on Hanson Island on June 8th, five days before the first Orcinus orca pod was sighted in the area. Over a period of roughly three weeks after this sighting, a series of small and large pods of whales were observed entering the area, apparently coming from Queen Charlotte Sound to the north. There was an apparent ordiliness to the progression of pod arrivals in the area: the earlier pods were predominantly adults, the later pods predominantly juveniles. We continued to accumulate routine data concerning the structure and movements of the pods comprising the population. Although we never observed more than fifty whales together at one time, we estimated the population to number at least 100. We are beginning to be able to identify numerous individuals, from characteristic dorsal fin contours, dorsal fin deformities and cuts, variations in the white head patch, and variations in behaviour. Several of the whales present this summer were positively identified as being present in both previous summers. We again noted considerable mobility of senior bulls amongst pods; we also noted some mobility of younger identifiable individuals. Although we are gaining the impression that pod composition within this population is quite variable, we are still unable to precisely characterise this variability. Throughout the summer we had numerous opportunities to follow pods of whales for several

hours at a time in a variety of craft ranging from kyaks to ketches. We found it relatively easy to approach closely to pods under sail, and for the first time our close presence under power was tolerated. We also entered the water in the proximity of the whales for the first time, thus taking another small but significant step towards the goal of meaningful interspecies exploration and communication. Although our work underwater was limited to skin diving, we did catch our first glimpse of free whales underwater, another exhillarating moment, sufficient to encourage our present belief that we will begin to learn much more about Orcinus orca when we can work systematically under the water for extended periods of time. Obviously, surface observation can only hope to describe a fraction of the total behaviour of the creature. While we continue to accumulate observatione and experiences ourselves, it is worth noting that we learn much of value from the reports of and discussions with local area residents, Indian people and fishermen. We are accumulating many anecdotal treasures, stories which reveal some of the insights of the past as well as present perceptions which place the whole creature in an interesting, perhaps proper, perspective. It is also noteworthy that this population, and our work with it, are beginning to attract significant scientific and media interest. We expect several independent groups to be working in the area in the summer of 1973, studying and filming Orcinus orca. We, of course, will be one of them.

Since our return to Vancouver in October 1972, we have committed most of our energies to the fight to save the world's great whales, allying ourselves and co-ordinating our efforts with Project Jonah's Joan McIntyre and Farley Mowat. Following Farley Mowat's month-long cross-Canadian media blitz in October and November, publicising the plight of the great whales and his book "A Whale for the Killing", we launched a public petition to the Canadian Federal Government asking for the immediate cessation of Canadian whaling. This campaign immediately attracted widespread public support in British Columbia, and perhaps helped the government reach its recent welcome decision to end whaling in Canada. Of course, the battle has barely begun: the world's whales are vanishing at a faster rate than ever! We are, therefore, redoubling our efforts to help ensure that Canada adopts a strong international posture, pressuring the remaining whaling nations into cessation of whaling for a minimum ten year period; we are assisting with the organisation of a massive international childrens crusade to save the whales, directed at the International Whaling Commision, Japan, and Russia; we are circulating further petitions directed at the Canadian government and international whalers; and we intend attending the next meeting of the International Whaling Commission in London in June 1973, in order to help lobby this body into acceptance of a ten year moratorium proposal. Other initiatives will be taken as they occur to us and others engaged in the struggle. In general, we are engaged in a propaganda war which will end when the killing stops. We pray this will be soon, in time for the remnant survivors of these great and gracious creatures to eventually, perhaps hundreds of years from now, recover their former majestic status in the ecosystems of the oceans of our planet.

Future research plans:

During the summer of 1973 we will continue our field work with

Orcinus orca. If we have completed construction of winterproof living accommodations by summer's end, we will remain on Hanson Island through the fall and at least the first part of the winter, thus obtaining more complete data about the movement of the whale population in and out of the area. The major objective of next summer's work will be development of the capability of systematic underwater observation and interaction with Orcinus orca. We also hope to develop a directional hydrophone system that will enable us to track pods of whales at night, thus giving us a much more complete picture of their daily routine and their patterns of activity and rest. Additionally, we plan to construct a domed floating laboratory-sound shell equipped with hydrophones, underwater speakers, and electronic systems enabling us, for example, to project live music into the air and water while we are listening to the whales vocalising, perhaps being able to instigate exchanges of sound between us and them, thereby opening up a two-way communication channel. Music, we feel, has significant potential in the realm of interspecies communication. We know, for example, that it is a communication medium that transcends cultural boundaries in our species. Furthermore, our own experience indicates that music is of significant interest to Orcinus orca. We simply intend further explorations of its possibilities. Finally, we plan to participate in the making of a documentary film about Orcinus orca and our work.

Should we suddenly be showered with green energy, we will execute one or more of a number of investigational contingency plans. For example, we will acquire the sophisticated electronic systems necessary to conduct an in-depth study of Orcinus orca vocal behaviour, and the hardware of a telemetry system that would enable us to track pods of whales continuously and at the same time monitor and record data concerning a variety of physiological functions and behavioural features: depth of dive, respiration, heart rate, food intake, body temperature, etc. Of course, eventually we hope to acquire an ocean going vessel which would enable us to work continuously on the open ocean for extended periods of time. Doubtless, we will one day acquire these and other capabilities. In the meantime, we are content taking small steps each summer, feeling our way, as it were, into the unknown realms of the whale's world.

Naturally, our immediate cash committments and needs are considerable. We spend $25 every time we communicate with the people currently collecting petition signatures, and this aspect of our work is only just beginning! We openly solicit your generous support of our work. The sum of $4000.00, for example, would enable us to buy the air compressor and scuba gear we need next summer, and to produce an attractive package of information about Orcinus orca and cetaceans generally, including an LP record of Orcinus orca vocalisations, a project we've planned for some time but been unable to realise for lack of funds. Such a sum might also help underwrite some of the expenses of our present propaganda offensive.

We welcome your interest and support, and we send you our best wishes and greetings for happiness in 1973.

Sincerely,

Paul Spong

Paul Spong

512

NATIONAL PUBLIC LANDS TASK FORCE

NEVADA OUTDOOR RECREATION ASSOCIATION, INC.
"POINT" MONTHLY REPORT

December 1972/January 1973

• Honorary Life Members •

1965 - Chas. S. Watson, Jr.
~~XXXXXXXXXXXX~~

1966 - George Kell
Sparks, Nevada

1967 - Alvin McLane
Reno, Nevada

1967 - Anthony D. Rosso
Arvada, Colorado

1968 - Darwin Lambert
Luray, Virginia

1968 - Sonia De Hart
Genoa, Nevada

1969 - Sumner L. Evans
Sparks, Nevada

1969 - Gerald E. Foreman
Port Tobacco, Maryland

1970 - Dr. Vincent P. Granella
Auburn, California

1970 - Harold A. Kantrud
Jamestown, North Dakota

1971 - Landon J. Lockett III
Austin, Texas

1971 - Dr. David L. Lyon
Mt. Vernon, Iowa

• In Memoriam •

George Kell
Sparks, Nevada

George Lund
Unionville, Nevada

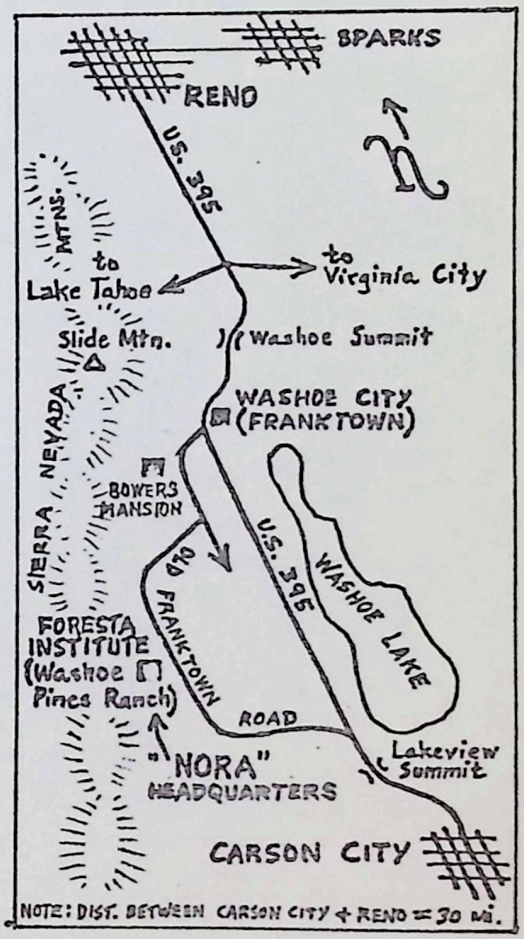
Charles Rago
Sparks, Nevada

For the "POINT" conservation & environmental agent program.

From: Charles S. Watson, Jr., Director, NORA Inc.,
P.O. Box 1245, Carson City, Nevada 89701

"NORA" OPERATIONS IN NEVADA:

Since February 1972, the Nevada Outdoor Recreation Association and its National Public Lands Task Force (our national public land effort, organized in 1965) was given the use of an office at the Foresta Institute in Washoe Valley, approx. 17 miles south of Reno, Nevada. NORA's office is located in the new Foresta Institute library, which in turn includes the operations of the Washoe Pines Ranch. The exact location of the institute and ranch are shown on the map to the right ⟶



We were obliged to mention all this due to many inquiries recieved from people who wanted to drop in and see us. NORA welcomes visitors, as does the Foresta Institute. As yet, NORA is in the process of installing its own telephone. However, until Nevada Bell feels fit to carry out its end of this deal, we can be reached thru the Foresta Institute telephone, which is 702-882-6361. We sincerely hope to be able to announce our new telephone no. in next month's "POINT" report. We want to apologize to those who have experienced difficulty in reaching us. Our mailing address remains at P.O. Box 1245, Carson City, Nev. 89701.

RANGE CONVERSION SHELVED(?)!

Provided we have correctly interpreted recent assurances given us by officials in the Nevada State Office of the Bureau of Land Management—it would appear our joint effort with the Natural Resources Defense Council (Palo Alto, Calif.) has resulted in a complete shutdown of "range conversion" programs in Nevada. BLM officials in Reno, last November, told us that not one new crested-wheat grass seeding is contemplated in the coming fiscal year. Ken Reinert, Planning chief for the BLM in Reno, revealed that there will be two "range rehabilitation" projects included in the still developing state MFP (Management Framework Planning) setup . However, these will involve attempts to restore the range to its former native forage condition.

It remains to be seen as to whether this the situation, concerning "range con-

—continued—

version", is reflected on a nationwide basis within the BLM. We anticipate knowing a lot more when "POINT" agent James K. Morgan(Rigby, Idaho) makes a planned stopover at NORA headquarters on or around January 11th. Meanwhile, NRDC has made a change in their basic litigation strategy as it relates to grazing malpractices on BLM lands. On January 2nd, yours truly and NRDC's Johanna H. Wald had further talks on this subject—and it appears NRDC will be taking a long hard look at the environmental-legal aspects of BLM grazing allotments and the way public land grazing permits are handled. I know this news will be recieved with great joy by the National Council of Public Land Users in Grand Junction, Colorado....which has had to contend with one the worst forage situations to be found on BLM public lands anywhere.

Those who read this, however, should not be led to believe that we have wrought a massive reshuffling of priorities within the BLM. This is, in our view, a very significant breakthrough....in a still very serious situation that will require extreme diligence and monitoring.

MEXICO AND THE FORT MOHAVE PUBLIC LAND DISPOSAL SCHEME:
Much of December was spent in New Mexico and Arizona....and an unexpected opportunity to visit Mexico and broaden the opposition to the Nevada BLM's proposed 9,000 acre disposal of public lands near Searchlight(in Clark County, southern Nevada, adjacent to the Colorado River). While visiting our representatives in the southwest, one group(which has asked to have its name withheld) gave NORA an on-the-spot financial grant....for the purpose of journeying all the way to Mexico City and discussing the Fort Mohave situation with officials in Mexico's Patrimonio Nacional. On December 5, I had a two hour meeting with Señor Pedro Moctezuma Infante, a Subsecretary in this agency(which is Mexico's equivalent to our Interior Department), at his office in Mexico City. Infante was deeply disturbed after reading the file NORA has kept on the case. He ordered the entire file duplicated....and assured us that the whole matter will be brought to the attention of our State Department, via Mexico's foreign service.

Sr. Infante promised to keep NORA informed of developments. At least, we can now say for certain that the Mexican government is at last fully aware of the fact that deteriorating conditions along the Colorado River cannot be fully blamed on private U.S. agriculture....that it is a crisis of the first order, and our Interior Department must share the responsibility(as their malodorous Fort Mohave scheme clearly indicates). Few realize that one such development has already taken place and is already having its dire effects. In 1964, the Interior Department allowed approx.28,000 acres to be selected for the McCulloch Properties Inc(a subsidiary of the McCulloch Oil Co.) and their development at Lake Havasu City. Here we have a river already overcommitted five times, with massive agricultural pollution....now augmented by totally unwarranted urban development and its resultant addition of sewage pollution via inadequate treatment facilities. It will be interesting to see how the Environment Protection Agency and the Bureau of Land Management justify more of the same on these Fort Mohave lands....in an environment impact statement! Again, we ask that the Nevada State Director, E. I. Rowland, do what must be done in the public interest....that he urge the Interior Department to cancel this proposed 9,000 acre disposal to Nevada's Colorado River Commission. There can be no question about this commission's intentions to make these lands available to some of the most irresponsible developers in the nation.

What makes this matter so serious? In our last monthly report(for November) we listed many of the ramifications in detail. However, we have since learned that developers have approached the Arizona State Land Commissioner....and are exerting pressure on the state to select most of its unsatisfied 150,000

—continued—

(Fort Mohave--continued) acres in state selection rights from public lands on or near the river. Unbelievable?....its the truth!

NORA & NRDC BEGIN JOINT EFFORT IN MINERAL CLAIM REFORM

We are pleased to announce that a new effort has begun to effect a change in the way the BLM adjudicates mining claims and propecting activities on public lands. Mr. John D. Leshy, attorney-at-law with the Natural Resources Defense Council(Palo Alto), has notified us that contacts have already been made with the BLM's state director and the district managers for the Ely and Las Vegas BLM district offices—concerning their failure to adjudicate extensive fraudulent mining claims in the vicinity of Mt.Patterson(South Schellcreek Range, White Pine County, Nev.) and Death Valley Overlook(near Lida, Esmeralda County, Nev.).

The Mt. Patterson case(also known as "Rock of Ages") involves a magnificent occurrence of ancient bristlecone pines(Pinus longaeva). Since 1967, NORA has sought a full withdrawal of the area from mineral entry....and, in 1969, the Ely BLM District partially concurred when they set aside the Mt. Grafton Scenic Area, including a total of 15,000 acres. However, they refused to go along with the withdrawal from mining claims NORA recommended. In 1966, we counted approx. 28 "discovery holes" prospectors had gouged with bulldozers in the heart of this unique virgin bristlecone pine forest. We believe these acts are being perpetrated in order to satisfy the "apex" doctrine spawned by our antiquated 1872 General Mining Laws(even though this doctrine was never definitively written into the law). The irony is, the minerals(if any) they seek are miles away. We believe these prospectors are fearful their claims for real or imagined minerals could be "jumped" by their failure to register claims on the top(or "apex") of a suspected vein. In this case, we have thick limestone formations, which are steeply dipping, and outcropping along the ridge line—where this ancient forest is situated.

The Death Valley Overlook(or "Big Moly") area presents an interesting challenge of another unwritten doctrine of the 1872 law, known as the "Prudent Man" Rule. In the 1950's, the Anaconda Company explored this region, hoping to find a bonanza in molybdenum. As it turned out, Anaconda pulled out—concluding that the deposit was worthless. However, certain individuals later came along and noted its scenic setting——and decided to use the 1872 law's vague provisions for the purpose of grabbing free 20 acre lots off this area's almost solid public land acreage(NORA, in 1964, recognized nearly 19,000 acres as being scenically and biologically significant). It is NRDC's hope to prove that Anaconda's findings constituted the opinion of a "prudent man" —that they possessed full knowledge of up-to-date mineral technology and still found the bogus occurrence of molybdenum worthless. If this be true, the BLM—under the terms of the 1872 law—must declare these Johnny-come-lately claims invalid and order the claimants to vacate forthwith.

In addition, NRDC hopes to show cause that the 1969 National Environmental Policy Act must be applied in these two cases. It is our contention that these destructive and land-grabbing activities(under the guise of satisfying the 1872 law) clearly constitute a development involving Federal land—in which the 1969 NEPA law clearly requires preparation of an environment impact statement before the development can be allowed. Such a statement must include a detailed, comprehsensive analysis of all known adverse impacts on the area's environment—requiring either a shutdown of the offending development or the substitution of an ecologically acceptable alternative.

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515

EASTERN & MIDWESTERN WILDERNESS IN TROUBLE:

We just recieved a letter, dated January 2nd, from our representative in Missouri--NORA Ozarks Task Force rep. Carmelita Lowry--stating that Senator Henry Jackson(Wash.) has reintroduced his omnibus wilderness package into this forthcoming 93rd session of Congress. We are endeavoring to get a copy of the bill....however, Carmelita tells us there is considerable U.S. Forest Service pressure against it. The Forest Service wants to create, administratively, a system of so-called "wildlands"--which many conservationists have labelled as "an ill-contrived sellout"to the timber lobby. We are told the loggers are making much headway in their efforts to scuttle such wilderness efforts, by arguing the shortage of timber. This is happening in spite of widespread knowledge that these new wilderness areas would have negligible effect on the price of timber.

Carmelita says her efforts are proceeding with Missouri's Senator Thomas F. Eagleton, as is a broadening conservationist effort to bring about the creation of Mid-America's first Forest Service addition to the National Wilderness Preservation System. This latter area is the proposed Irish Wilderness(formerly known as the "Eleven Point Wilderness" proposal) along the Eleven Point River, in the Ozark's Mark Twain National Forest. This proposal was first advocated by this organization's National Public Lands Task Force in early 1967. It has since won the endorsement of nearly all of Missouri's conservation and environment societies--including Missouri's new Ozark Chapter(of the Sierra Club). We hope everyone who reads this will lend whatever support they can muster to help Carmelita and the Ozark Chapter forestry committee chairperson Jeanne Ann Allen.

Although NORA is prohibited from any organizational lobbying for legislation, I can report that Darwin Lambert, of Luray, Virginia(a NORA honorary life member), paid a call on Robert Maynard, special assistant to Senator Eagleton in Washington, D.C., earlier this winter. No NORA organizational funds were allocated for Mr. Lambert's visit. He has always been eager to volunteer his time and energies for several NORA-Nat'l. Task Force causes. For this we are very grateful. Yours truly is hopeful that he'll be able to make another of his trips to Washington soon, in order to discuss these various public land issues with such organizations as the Corporate Responsibility Research Group (Nader's Raiders).

Respectfully submitted,

Charles S. Watson

Charles S. Watson, Jr.
Director
P.O. Box 1245
Carson City, Nevada 89701

516

NATIONAL PUBLIC LANDS TASK FORCE

NEVADA OUTDOOR RECREATION ASSOCIATION, INC.

MONTHLY REPORT November, 1972

• Honorary Life Members •

1965 - Chas. S. Watson, Jr.
~~Sparks, Nevada~~

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• In Memoriam •

George Kell
Sparks, Nevada

George Lund
Unionville, Nevada

Charles Rago
Sparks, Nevada

Note: Range conversion was desc-ibed in detail in POINT Monthly Report for July, 1972. Copies available upon request.

For the POINT Conservation Agent Program

From: Charles S. Watson, Jr., Director, NORA, Inc.
P.O. Box 1245, Carson City, Nevada 89701

////SPECIAL BULLETIN////NRDC CHALLENGES BLM RANGE CONVERSION!

Most who recieve this monthly report will also recieve a copy of letters dated October 26-27, written by John E. Bryson, of the Natural Resources Defense Council, Inc.—outlining the NRDC's formal challenge to BLM programs which result in the eradication of native forage on our western rangelands. In what must be regarded as a preliminary step in the filing of a suit in Federal court, the NRDC described range conversion as: "one of the chief causes of destruction of native range and flora of well in excess of a million acres of the public lands. ....resulted in loss of ground cover, reduction of wildlife habitat and the infestation of toxic, nonpalatable and poisonous plants over vast areas. The combined effect of range conversion programs is massive environmental disruption".

The NRDC addressed this challenge directly to BLM Director Burton Silcock and Interior Secretary Rogers C. B. Morton. This action by NRDC is the result of discussions yours truly had with Mr. Bryson and his associate Johanna H. Wald—at NRDC headquarters in Palo Alto, Calif. NORA has made several exhibits, documents, letters, professional testimony, a voluminous manuscript describing conditions on BLM lands (titled "The Lands No One Knows") and a film produced by the Defenders Of Wildlife titled: "Your Yard, Their Sheep"(the latter describing wholesale public land forage destruction by overgrazing sheep permittees). This effort by NRDC is expected to be joined by individuals and groups in western Colorado, Oregon, California and Nevada for a start. It could well involve some significant national experts on the subject of forage ecology....if the Interior Department refuses to respond to this initial appeal to the BLM Director.

In conjunction with this effort, NORA has held discussions with the Environmental Protection Agency in San Francisco.... where we were informed by environment impact specialists that "NEPA" environment impact statements on such programs, affecting BLM public lands, as range conversion, do indeed require the filing of a detailed impact statement listing all of the effects and alternatives of such programs. As a result, the Nevada BLM has temporarily suspended a large range conversion project in Lincoln County, near Pioche. We were also told by the EPA that the Nevada BLM will shortly make a decision on whether such an impact statement will be prepared. NORA is well aware of the fact that the National Environmental Policy Act of 1969 is not a device for direct attempts to shut down projects and programs having debilitating effects on the env-

517

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ironment. Indeed, in our 14 years of existence, NORA has distained the very thought of court litigation....preferring to sit down and reason with Federal officials, based solely on the merits of any given situation. However, it has become quite apparent to us that range conversion continues to exist because of policy in the highest echelons of the Executive Branch. NORA was asked by NRDC how it felt about Rest Rotation Grazing as a possible environmental alternative to range conversion.... and this is, in general terms, our feelings concerning it:

1. NORA endorses, in principle, the basic premise of August A. "Gus" Hormay(the "inventor" of Rest Rotation Grazing), based on his experiments with Idaho fescue pastures near Susanville, Calif.

2. However, NORA strenuously opposes implementation of this program as a mere substitute for realizing the eradication of native forage or its manipulation for the purpose of substituting such exotic grasses as crested wheat-grass.

3. NORA also objects when Rest Rotation Grazing is "sold" to grazing permittees with promises to allow increased AUM's and/or massive numbers of cattle on rest rotated pastures--regardless of whether enforcement against grazing during critical "seed ripe" periods is realized.

4. It goes without saying, we vigorously oppose such programs when they are mismanaged to such an extent, that the BLM must resort to the use of elaborate fencing(harmful to migratory wildlife), the use of dangerous, teratogenic herbicides(such as: 2,4D, 2,4,5T, and "Tordon"), deliberate soil disturbance(rationale: so cattle can spread seeds with their hoofs....ergo, the prime ingredient for highly aggressive plants as halogeton, Russian thistle, or happlo-pappus, which can outcompete anything on the range where the soil has been disturbed).

5. Any program of this nature, involving enforcement, must include the cancellation of any grazer's permit, where the latter is guilty of overgrazing or any other violation of the terms of the permit. In addition, we demand an end to the permissive subletting of grazing allotments to other grazers not named in the permit. Indeed, NORA is strenuously opposed to any further expansion of grazing allotments where grazing was not previously a factor--especially on virgin grasslands and forage areas vital to rare and endangered animals. We also demand an end to the issuance of grazing permits on such a basis whereby they become an appurtenance and usable as private property collateral for ranch and/or subdivision development.

6. Lastly, NORA opposes any expansion of domestic livestock grazing --even under rest rotation grazing--where it seriously impinges on the BLM's ability not only to enforce regulations, but where it results in losses of funds and personel for land use planning.

THE FORT MOJAVE DISPOSAL:

We recently learned that the Las Vegas BLM District is now preparing an environment impact statement--which we believe will try to justify the disposal of 9,000 acres of BLM land near Searchlight, in Clark County, to the Colorado River Commission. It is well known that the CRC seeks to liquidate the land to developers--a-la-Lake Havasu City....in spite of: a 1944 Treaty with Mexico guaranteeing that nation 1,500,000 ac/ft. of quality water annually, the fact that the Colorado is already 5 times

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overcommitted, the already serious water crisis facing the Las Vegas metropolitan area(the State Water Engineer stating that they now foresee the absolute necessity of restricting the growth of this urban complex to no more than 750,000--in the face of a predicted 1,000,000 pop. by the year 2000). Already conservationist protest has had its effect. The CRC has been forced to reduce population density for these lands from 108,000 to 30,000. One major developer has already abandoned the scheme--and we learned from a reliable EPA source that the CRC declared them "personna non grata" because of unscrupulous methods.

The BLM is actually preparing two NEPA statements involving proposed public land disposals in southern Nevada--including a 5,000 acre scheme near the Nevada Test Site. In both instances, the BLM plans to include, as an acceptable environmental alternative, the rejection of any disposal. Indeed, this may be the resultant action at the Indian Springs area(near the Test Site)--because of anticipated decline in AEC activities there. However, the Fort Mojave disposal will probably be recommended.....with what has been described as "stringent environmental safeguards". Where have we heard that before? NORA will insist that the no-disposal route be taken....and we intend to cite the momentous action taken by the Washoe County Commissioners last July, against McCulloch Properties, Inc. In that case, citing unfavorable impact on air and water quality, the Commissioners rejected McCulloch's planned community at Warm Springs Valley, by a vote of 5 to 0.

THE "ELEVEN POINT" WILDERNESS:
Letter was recieved from our Mid-America task force agent in St.Louis, Mo., Ms.Carmelita Lowry, that several House and Senate bills have been introduced(and will be pursued by conservationists in the 93rd Congress) which may realize a NORA-recommended 12,300 acre wilderness in Missouri's Mark Twain National Forest. Carmelita says the Sierra Club's Ozark Chapter (created in 1971) has taken the project under its wing. The proposal already enjoys the support of U.S. Senator Thomas F. Eagleton and hopefully the 3 Congressmen representing the St.Louis County area. Keep up the good work!

MEMBERSHIP AND MONTHLY REPORT SUBSCRIPTION RATES: Alas! We were afraid it would come to this. It appears that we must enforce NORA policy regarding mailing of this news letter to paid up members (honorary life members excepted). After December, only those who have paid up will recieve our Monthly Report. We regret the necessity of this--but, it has become tocostly to do otherwise. With your remittance, please clip out the form(opposite) and fill in completely. On the reverse side, we'd appreciate your providing us with a brief biographical sketch. New members: please include discussion of your past activities and why you would like to join NORA and its national task force.

MEMBERSHIP APPLICATION AND RECORD

NAME _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____ PHONE _____ AREA CODE _____

NATIONAL PUBLIC LANDS TASK FORCE, NEVADA OUTDOOR RECREATION ASSOCIATION, INC., P.O. Box 1245, Carson City, Nevada 89701. Circle one:

Yearly: $5.00 Supporting: $15.00 Contributing: $30.00
Life: $150.00 Honorary Life: no dues required.

Purposes: To create a cadre of conservationists and environmentally concerned volunteers, for the purpose of engaging in active field studies, programs and efforts to seek out, catalogue, further the protection and preservation of unique natural, wilderness, primitive, ecological, scientific, archeological and historic sites, areas and phenomenon on the public lands of the United States. I agree to keep up payment of annual dues(except honorary life members) and to assist in a meaningful way, the advancement of this organization's purposes, projects and programs. date: _____ signed: _____

Please remit all payments to:"Chas. S. Watson,Jr., Nevada Outdoor Recreation Ass'n.".

519

NATIONAL PUBLIC LANDS TASK FORCE

NEVADA OUTDOOR RECREATION ASSOCIATION, INC.

MONTHLY REPORT

• Honorary Life Members •

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• In Memoriam •

George Kell
Sparks, Nevada

George Lund
Unionville, Nevada

Charles Rago
Sparks, Nevada

September, 1972

For the "POINT" Conservation Agent Program

By: Charles S. Watson, Jr., Director and Representative-at-Large for the National Task Force.

HISTORY OF NORA:

I have received many inquiries, since this organization was made a member of the POINT program(which included a $5,000 grant), about our early beginnings and our pioneer efforts in the area of BLM public lands. NORA began in the fall of 1958, as a loose-knit informal group known as the "Nevada Survey". Many knowledgeable conservationists consider NORA and its national task force as possibly the earliest organization to espouse preservation and environmental action programs under the aegis of the Bureau of Land Management.

Over the years since, NORA has been directly responsible for the identification of over 450 sites and areas on Nevada's nearly 49,000,000 acres of BLM lands. We have been involved in many historic "firsts" on BLM public lands....including a major role in Secretary Udall's 1962 regulations providing for the protection of petrified wood deposits. One of the BLM's first petrified wood preserves, near Gerlach, Nev., was named for a co-founder of NORA — the late George Lund of Unionville(the George Lund Memorial Petrified Forest).

Some have estimated that NORA has probably saved the federal government nearly $1,000,000 in site and area investigative costs over the last 14 years. In 1965, NORA gave a historic illustrated lecture at the home of BLM recreation staff chief Eldon F. Holmes, in Alexandria, Virginia, which was attented by top Interior Department officials—including representatives from Interior Secretary Udall's staff and Mrs. Lyndon B. Johnson, then the nation's first lady. It was the latter who asked Udall to investigate and support NORA's findings and efforts on the nation's 450,000,000 acres of BLM lands.

In 1965, with the approval of NORA executive board members George Kell and Sumner L. Evans, this organization expanded its activities nationally—creating in the process the NATIONAL PUBLIC LANDS TASK FORCE. The latter remains a standing national committee within NORA, and has representatives and groups in 17 states. In 1969-70, the NORA Nevada inventory was a key factor in the establishment of this state's first BLM natural areas. There are now 26 such areas on Nevada BLM lands. In 1967, it was NORA's comprehensive study—put together by a 5-man task force operating out of Las Vegas—which resulted in the BLM's first recreation-natural area "complex"(now known as "recreation lands") at Red Rock Canyon in southern Nevada. NORA's efforts, in 1967, were cited as a "monumental effort in the identification of a state's public land resources" by

520

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the National Park Service. NORA's public land work has been cited by such publications as the National Parks & Conservation Magazine, National Wildlife magazine, the Western States Historical Society's "Nevada--the Silver State" and most recently in Darwin Lambert's new deluxe edition book on bristlecone pines "Timberline Ancients". In Nevada, NORA's studies of public lands has revealed many unique and spectacular natural wonders --such as Leviathan Cave, Blue Lake, Red Rock Canyon, High Rock Canyon, Anderson Canyon-Highland Peak, the Hot Creek Range-Morey Peak "complex" and 37 sizeable and significant defacto-roadless areas(which NORA hopes to have set aside as BLM "primitive areas"). Of late, on a national basis, NORA's national task force has begun projects--involving such well known conservationists as Huey Johnson(The Nature Conservancy, San Francisco), George Hudson(Pullman, Wash.--and perhaps the first to testify before the Public Land Law Review Commission concerning the need for environmental action on BLM lands, in Sept., 1967), Jim Morgan(of Rigby, Idaho--the noted expert on bighorn sheep), the National Council of Public Land Users (Grand Junction, Colo.), Hal Kantrud and the North Dakota Natural Areas Society(Jamestown, North Dakota) and Russ Pengelly's Desert Trail Association(Burns, Oregon)..

THE MISSOURI BREAKS(MONTANA) CRISIS:

Early in August last, your director was invited by "POINT" agent Jim Morgan of Rigby, Idaho, to join him in an investigation of range and wildlife conditions on lands jointly administered by the Charles M. Russell National Wildlife Range and the BLM's Lewistown and Malta Districts. Our interviews with the BLM district managers involved(Joseph A. Gibson of Lewistown and Dante Solari of Malta) revealed many serious deficiencies regarding land management, recreation site and area inventory, wildlife habitat, rest rotation grazing, and Management Framework Planning programs.

Virtually no funds or personnel has been earmarked for outdoor recreation planning in the Lewistown BLM District--and apparently no major impact will be seen for outdoor recreation programs in the Malta BLM District either. In the Lewistown District, one section of land has been designated as the Square Butte Natural Area. However, questioning of district manager Gibson revealed that there has been no effort to identify and reserve lands for such species as bighorn sheep and sharp-tailed grouse--both of which need relatively undisturbed grassland conditions to survive.

Most disturbing of all was the wanton overgrazing--both inside and outside the boundaries of Charles M. Russell Wildlife Range--which has resulted in serious depletion of native grass and forb communities, and the takeover of much of the land by sage monoculture. Incidentally, we confirmed that these and other BLM districts throughout the west are "selling" rest rotation grazing by irresponsible promises of increased aum's for increased numbers of livestock on the ranges. In the C.M.Russell Wildlife Range, the BLM has begun a methodical program of fencing and waterhole construction--mostly geared to the introduction of cattle onto lands not previously grazed. The net impact of BLM grazing policy on the CMR has been serious debilitating effects on such wildlife as big horn sheep. According to Jim Morgan's preliminary findings, big horn sheep numbers are dwindling drastically--due mainly to starvation and resultant malnutrional-caused lungworm. Cattle grazing is literally robbing such wildlife of the forage needed to survive. Both BLM district managers involved acknowledged the possible veracity of Jim Morgan's findings--but pleaded "political realities" dictated present range management policies.

At this juncture, one might ask how is it possible for the BLM to tolerate such conditions and implement programs that worsen the situation. Again and again we found BLM district managers and range conservationists telling the public that such bad range conditions were "always historically more or less present". Yet, we found, just 5½ miles west of the Malta BLM District headquarters, incomparable native bluestem and buffalo grass conditions, on rugged terrain which had practically no signs of grazing. However, wherever we found increasing livestock impact, we also found near-complete ecological disruption--mainly in the form of sagebrush and sunflower monoculture. All too often, we saw conditions so severe--including those lands supposedly subject to Hormay rest rotation grazing--that native grasses and forbs were giving way almost completely to shrubs. We saw widespread pollution of waterholes and springs--and even observed cattle grazing in the campgrounds(and have photographs to prove it!).

On the CMR, allotments were already being parcelled out to grazing permittees--involving 31 permittees on CMR lands within the Lewistown BLM district alone. This situation exists in spite of a Congressionally authorized mission which requires the U.S. Fish & Wildlife Service to manage its lands exclusively for the enhancement of wildlife and the preservation of needed wildlife forage and habitat. Clearly, to Jim Morgan and this writer, the situation on the CMR National Wildlife Range constitutes a flagrant violation, by the BLM, of federal laws and regulations. Personally, I grow increasingly impatient with such conditions--as have many other organizations(including a growing number of sportmens groups)--that it is becoming increasingly apparent that the only remedy is to haul the BLM into court and force them to stop--via federal court injunctions. We still have the hope, however, that this situation can be successfully brought to the attention of the federal Environment Protection Agency and/or the House Government Operations Committee's subcommittee on natural resources(Rep. Henry S. Reuss, chairman).

CHOPAKA MOUNTAIN HAS APPARENTLY BEEN SAVED:

Word has just been recieved from NORA agent for eastern Washington state George Hudson(who is prof. emeritus at Wash. State Univ.) that the Spokane BLM District intends to reject any application by the state land commissioner for lands in the unique Chopaka Mountain area, near Oroville, Wash. Here, the BLM still administers over 4,000 acres of remarkable mountain lake and virgin forest lands, overlooking the scenic Similkameen River. This public land tract lies adjacent to the British Columbia line--and is one of several significant BLM defacto roadless tracts still existing in the Cascade Range of both Oregon and Washington.

However, Hudson writes that another major BLM tract--along the Columbia River at scenic Wallula Gap(near Kennewick, Wash.)--is still threatened by Corps of Engineers McNary Project and by a proposal to ram Interstate 82 thru the area's pristine sand dunes. In the cases of Chopaka Mountain and Wallula Gap, it is imperative that these areas be given formal "primitive area" and "natural area" protection respectively. We hope all who read this will write the Secretary of Interior, immediately, and urge that he take administrative action to give these areas such protection.

522

NEWS FROM THE GREAT PLAINS:

Apparently, Hal Kantrud(North Dakota Natural Areas Society) of Jamestown, N.D., and his allies have stopped a proposal to dam the remarkable Sheyenne River in the Sheyenne National Grasslands, near Kindred, southeastern N.D.

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The Corps of Engineers' Kindred Dam project would have effectively inundated one of America's most unique great eastern prairie areas —containing original grasslands and virgin forest bottomlands adjacent to this scenic river. The Sheyenne is also considered to be one of the northern Midwest's finest canoeing streams.

Hal has also completed a remarkable study of the remaining virgin prairie along the Coteau Du Missouri—which includes a large section of central North Dakota. Hal has identified over 150 tracts, consisting of at least 640 acres each, which contains relatively undisturbed native great eastern and mixed-grass prairie. The North Dakota Natural Areas Society has begun a campaign to put a stop to so-called "summer fallow" programs which the society claims does much damage to prairie soils. Hal, and the society, are long-time advocates of implementation of "fire ecology" principles as the only effective method of retaining native grassland conditions. Fire ecology operates on the basic principle that burning eliminates most exotic infesting plants while retaining native plants, which are fire resistant.

ENDANGERED SPECIES HABITAT IDENTIFICATION PROGRAM IN NEVADA:
Since my retirement from the Federal Government last January, and my election as head of NORA last March, I have begun implementing a new NORA survey of rare and endangered plant and animal species habitats in the Great Basin. Already, we have put together maps for all six of Nevada's BLM districts showing where there are known occurrences of ancient bristlecone pines, rare desert plants(such as smoke trees and little-leaf palo verde, Utah yucca and Arizona cypress) as well as such aminals as the desert pupfish, Utah and Lahontan cutthroat trout, desert dace, Gila monster and desert tortoise in Nevada.

On a national basis, NORA's task force is in the process of getting involved with Jim Morgan's big horn sheep campaign. In Utah, we have involved ourselves in efforts by the BLM's Richfield district to save what is left of the extremely rare Utah white-tailed prairie dog. Once widespread in central Utah, the Utah prairie dog has diminished its range to that of five counties—and based on observations made this summer, the animal is being wiped out by indiscriminate poisoning by sheepmen, in violation of President Nixon's recent executive order outlawing such poisonings.

THANKS TO THOSE WHO RESPONDED ON HR 7211:
Firstly, it must be emphahsizedtthat NORA, a tax-exempt, non-profit organization cannot directly involve itself in any partisan political campaign or attempt to influence legislation. To do so, would result in loss of our tax-exempt status with the IRS. So, I am merely relating here news about the bill's progress. HR 7211 is now out of the Interior Committee—awaiting a report from the committee which will allow it to proceed through the House Rules Committee. If Rep. Aspinall wins his Democratic primary election in Colorado's 4th district, he intends to vigorously pursue action on the bill during the remaining session of Congress. HR 7211 has been amended somewhat, but remains essentially the same bill. Rep. John Saylor(Pa.) has indicated optimism in his belief the bill will not pass the House. Saylor has stated that in order to achieve this, interested persons and parties must write and wire their Congressmen immediately.

523

Respectfully submitted,
Charles S. Watson, Jr

NATIONAL PUBLIC LANDS TASK FORCE

NEVADA OUTDOOR RECREATION ASSOCIATION, INC.

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October, 1972

For the "POINT" Conservation Agent Program

By: Charles S. Watson, Jr., NORA director and Representative -at-Large for the National Public Lands Task Force.

JACKS VALLEY BLM WILDLIFE MANAGEMENT AREA TOUR:
Within days after my return from my August field trip to Montana, where I accompanied POINT agent Jim Morgan(see Sept. monthly report), I was invited by the Nevada BLM State Director, E. I. Rowland, to participate in a special tour of this BLM wildlife area near Genoa, in Douglas Co. It soon became apparent I was the <u>only guest</u>—of a party led by BLM wildlife specialist Jim Yoakum, the area manager from the Carson BLM District and three officials from the Nevada Fish & Game Dept. Indeed, the management area they showed me was quite significant—where the BLM, in cooperation with Nevada Fish & Game—were attempting to manage one of the finest virgin bitterbrush ranges I've ever seen.

While the BLM is to be commended in its efforts to protect such vital wildlife habitats as Jacks Valley, there was still the nagging question: is this standard for BLM range management practices in Nevada? Based on what I've seen in Nevada over the last 14 years, the BLM has a long way to go before they'll even begin to achieve such outstanding range conditions. By the way, some of the bitterbrush we saw was over 8 ft high and over 100 years old. How much old growth range plants like this have been ruthlessly removed via "Ely" chaining in the Great Basin? To me, viewing this area raised more questions than were answered. For instance, I noted with considerable sadness, that the BLM lands on this bitterbrush range were being rapidly isolated by unrestricted land speculation, which in years to come will completely cut this area off to deer herds in nearby Sierra Nevada mountains. Jacks Valley is a prime example of the seriousness of land speculation activity—a problem the BLM seems unwilling to cope with.

THE SIGNIFICANCE OF THE DEFEAT OF BARING & ASPINALL:
Without a doubt, there must be considerable rejoicing over the recent defeats, in Democratic Primary elections in Colorado and Nevada, of Congressmen Wayne N. Aspinall and Walter S. Baring—both chairmen on the all-important House Interior Committee. Both politicians had records on conservation and environmental issues so terrible, that they were named to Environmental Action's** "Dirty Dozen" list(a listing of the 12 worst members of the House of Representatives on such issues). Leading conservationists I've spoken with indicate that those next in seniority on the House Interior Committee—Reps. James D. Haley(D-Fla.), Ed Edmondson(D-Okla) —will not be in a position to take over the committee lead-

(524)

** mistakenly cited previously as League of Conservation Voters.

ership. Rep. Haley is reportedly interested in another House committee chairmanship. Rep. Edmondson is running for the senate and will not be returning. That would seem to leave Rep. Roy. A. Taylor(D-N.C.)as the most logical choice as Interior committee chairman. However, the defeat of both the committee chairman(Aspinall) and the Public Lands Subcommittee chairman(Baring) has made this House group a"red-hot political potato". Latest reports indicate that leadership on the committee could wind up in the hands of Rep. Morris Udall(D-Ariz)—who has a better-than-average environmental voting record. Indeed, the makeup of this committee—and the 93rd Congress—should prove highly interesting....and may have far more significance, for conservation, than the outcome of the Presidential election.

KING RANGE IN TROUBLE

In September, I had occasion to visit this remarkable assemblage of BLM lands along perhaps northern California's most pristine coastline(in Humboldt County). In October 21, 1970, Congress passed Public Law 91-476, establishing the King Range National Conservation Area—authorizing the Ukiah BLM District to purchase, under certain restricted conditions, up to 33,000 acres of this unique coastline north of Point Delgada. However, several key tracts of land—interspersed with BLM public lands—remain in private ownership and recently became subject to the tender mercies of unscrupulous land speculators. This legislation, introduced by Rep. Don Clausen(D-Calif), prevents the acquisition of lands within the "purchase unit" until there is clear evidence that land use patterns constitute an "long range threat to public values". With this latter clause in mind, I paid a visit to Ukiah BLM district manager Melvin D. Clausen(no relation to Rep. Clausen) on Sept. 25th. I pointed out to Mr. Clausen and his staff that significant, long-range threats to public values had arisen. Developers had already initiated a massive subdivision activity at nearby Shelter Cove. In addition, developers were buying up 40 acre tracts inside the purchase area and were already marketing them. Still further—these new landowners were engaging in road building right on the beach itself in order to gain easy access to their property. And—some were even building bridges over streams, providing ready access to off-road vehicles along the defacto wilderness beach.

Clearly, I insisted, this meets the criteria of P.L.91-476 for the BLM to begin purchasing those lands, within the purchase unit, where such threats occurred. Mr. Clausen agreed that I had raised a legitimate arguement for the BLM to begin acting. I was assurred that a plan was to be drafted for purchases in "the near future". I sincerely hope so —and also hope that the word gets to local conservationists, in the interest of seeing to it that the Ukiah BLM District acts without undue delay. To me, this King Range matter will provide conservationists a clear picture of what we can expect from the BLM nationally, if and when this agency gets the "Organic Act" envisaged in Senator Henry Jackson's S.B. 632. We have been told that passage of this bill—and its companion measure, S.B. 2401 (the Administration's land use planning bill)—would provide a great leap forward in BLM conservation and environmental programs. However, the lethargy so far exhibited by the Ukiah BLM District—where such unique legislative authority exists—does not give us a sense of confidence in what we can expect, does it?

525

POSSIBLE TROUBLE FOR BLM C. & M.U. CLASSIFICATIONS

On August 25, the Interior Dept. proposed(see Federal Register, Aug. 25,

1972, pp.17207-17212, 43 CFR:parts 2400-2470) new rules and regulations that could result in massive reclassifications--for disposal--of those BLM public lands classified for retention in public ownership prior to the expiration of the Classification & Multiple Use Act of 1964, on 22 December 1970. In Nevada, NORA--in concert with other organizations--fought like demons to get most of this state's BLM lands classified for retention. We were told that once classified under this act, it would be very difficult to have these lands made vulnerable to permissive disposal schemes ever again.(In Nevada, we were successful in gaining retention classifications for better than 85% of those BLM lands in 5 of the 6 districts in this state.** We failed only in the 7½ million acre Elko District --where the Nevada BLM was pressured into ceasing classification activity in 1969, because of strenuous objections by the livestock-dominated Elko County Commissioners and ex-governor Paul Laxalt. According to Rep. Henry S. Reuss, chairman of the House Subcommittee on Natural Resources, the Elko BLM District's refusal to classify was a flagrant violation of specific provisions of the C.& M.U. Act.)

Now, apparently, the Administration is undergoing a monumental internal struggle with pro-conservation BLM officials on one side and a clique involving Ass't. Interior Secretary Harrison Loesch and President Nixon's controversial Property Review Board on the other--over the very future of our BLM public lands. These regulations would renew the old and discredited permissive disposal policy that existed prior to the Udall administration in the Interior Dept....when the BLM's #1 Business was "to get out of business and get rid of its lands". The most controversial provisions of the proposed new rules & regulations lie in parts 2430, 2450 and 2461, of 43 Code of Federal Regulations. Here, emphasis is on a substitution of a "dominant use" policy on disposals--with key emphasis on commercial, subdivision, industrial and agricultural uses. Vital applications of the National Environmental Policy Act of 1969 are, at best, indirect. There is an uncomfortable resemblance to provisions of Aspinall's H.R. 7211--whence one gets the impression that the Administration is not that "up tight" about disposals; they simply oppose HR 7211 because they don't want to surrender any of their authority over BLM public lands.

It should, in fairness, be noted that Nevada BLM State Director E. I. Rowland denied that this is the intent of these new regulations--that the Interior Dept. is merely updating previously existing rules with the new Administration policy on "environmental management". If so, why the over-emphasis on anti-environmental policies and easy access to disposals contained in the previously cited parts to 43 CFR? In 1968, didn't President Nixon ask us to "judge them on what they do, not what they say"? Therefore, shouldn't we assess true Administration policy on what constitutes legal committments in these proposed rules--and disregard insubstantial assurrances, like those we got from Nevada BLM director Rowland?

SOUTHERN OREGON FIELD TRIP

After completing NORA business in the Bay Area, yours truly paid a visit to 4 BLM Districts in southern Oregon--Medford, Eugene, Lakeview and Coos Bay. Bob Beal, a retired BLM forester who lives in Medford, squired me thru several magnificent virgin forest tracts on the Revested O. & C. Lands. In 1970, Senator William Proxmire(D-Wisc) and former BLM Director Charles H. Stoddard severely assailed BLM allowable cut practices and the exhorbitant "rake-off" of 78% of BLM reciepts to the state of Oregon

526

**the Susanville(Calif.)BLM District, which manages approx 2 million

under various amendments to the Chamberlain-Ferris Act of 1916. It is a pleasure to report that clearcutting on southern Oregon's BLM lands is being reassessed—because of clear evidence that reseedings were not successful, especially on southern facing slopes which recorded soil temperatues as high as 180° during the intense heat of summer. However, the BLM is substituting a selective logging policy which removes, in some instances, over 30% of the trees on authorized timber sale tracts. I was told that some loggers were deliberately marking trees for cutting—which necessitated the use by the BLM of spray paint with a "secret ingredient" to mark trees for cutting.

However, I was not enthusiastic about attempts by some of these BLM districts in southern Oregon(the Roseburg and Eugene Districts being notable exceptions) to identify unique virgin forests for wilderness (in the case of BLM, "primitive area") and natural area protection. We, indeed, commend the BLM here for recognizing a serious mistake in past clearcutting practices—and rectifying it. But, nevertheless, I came away highly disturbed over many inconsistencies. One of these concerned road building activity—some, like the new Keno Road, have been built according to modern freeway standards, with cut-and-fill, culverts, paving, and miriads of tributary high standard forest access roads. How can this be, when time after time I have heard BLM officials plead "abject poverty" when it came to getting funds for recreation resource & planning specialists, for environmental land use studies, site and area recreation inventories, rare & endangered species habitat identification, wildlife management, etc., etc.?

I have asked Bob Beal to recommend, in our behalf, to Medford BLM Director Donald J. Schofield that a substantial portion of this Keno Forest Access Road(east of Ashland) be dedicated as a parkway —similar to the Blue Ridge Parkway—and that a scenic corridor be withdrawn from logging one mile deep on either side of this road. In addition, we desire an inventory of virgin forests that legitimately meet the requirements of Classes IV and V of the Land & Water Conservation Act—for the purpose of giving such BLM public land resources permanent natural area and primitive area protection. I was glad to see that all 4 BLM districts I visited in this late September tour have begun such inventories in their MFP planning. It only remains to have basic policy in this regard expanded, to anticipate the needs of future generations—which is generally conceded will be very great.

Lastly, I want to report—but in the most cautious manner—a remarkable geological discovery on coastal public lands in the Coos Bay BLM District. You have to see this with your own eyes to believe it....an occurrence on tidal flats of a well preserved peat formation said to be of Jurassic age, or roughly 150,000,000 years old! Usually, one would expect such occurrences of peat to be very young, geologically—and that such ancient depositions of peat would have long since been metamorphosed to coal or carbon shale. This stuff was still full of stringy vegetative-like matter —and loaded with animal remains(could they be legitimate fossils?). If all this is borne out by scientific analysis, then we may have one of the most significant geological oddities ever found in the U.S.—and it occurs on BLM lands. My representative in Coos Bay has asked that the location be kept secret until the BLM there can come up some kind of program to protect it. I refuse to be surprized, anymore, at the manner of things that turn up on our BLM public lands.

527

Respectfully submitted

Charles S. Watson, Jr.

NATIONAL PUBLIC LANDS TASK FORCE

NEVADA OUTDOOR RECREATION ASSOCIATION, INC.

MONTHLY REPORT

August, 1972

• Honorary Life Members •

1965 - Chas. S. Watson, Jr.
~~XXXXXXXXXXXXXX~~

1966 - George Kell
Sparks, Nevada

1967 - Alvin McLane
Reno, Nevada

1967 - Anthony D. Rosso
Arvada, Colorado

1968 - Darwin Lambert
Luray, Virginia

1968 - Sonia De Hart
Genoa, Nevada

1969 - Sumner L. Evans
Sparks, Nevada

1969 - Gerald E. Foreman
Port Tobacco, Maryland

1970 - Dr. Vincent P. Gianella
Auburn, California

1970 - Harold A. Kantrud
Jamestown, North Dakota

1971 - Landon J. Lockett III
Austin, Texas

1971 - Dr. David L. Lyon
Mt. Vernon, Iowa

• In Memoriam •

George Kell
Sparks, Nevada

George Lund
Unionville, Nevada

Charles Rago
Sparks, Nevada

For the "POINT" Conservation Agent Program

By: Charles S. Watson,Jr., director and national task force Representative-at-Large

VICTORY IN WARM SPRINGS VALLEY:

Perhaps the most significant development to date was the resounding defeat rendered to the McCulloch Properties Inc. "Palomino Valley" scheme in Warm Springs Valley. You may recall from our last monthly report, McCulloch(developers of Lake Havasu City, Ariz.) proposed to build a city of 64,000 population on lands adjacent to the Pyramid Lake Indian Reservation. This organization joined a host of northern Nevada conservation, environmental and wildlife groups in opposing the proposal.

NORA successfully argued that the valley's known water resources could not support a city anywhere near that size. Most critical issues were the unwarranted and un-natural increase in population the project would create--plus its implications for future need of Truckee River water. Of course, the opposition was mainly directed at the project's threat to Pyramid Lake and the rights of the Paiute Tribe there.

Of greatest significance was our margin of victory, when the issue came up for approval by the Washoe County Commissioners. Predictions were rampant that we would lose by a vote of 3 to 2. However, the vote--rejecting the McCulloch project--was by a resounding 5 to 0 vote. After the vote, McCulloch spokesmen announced no attempt would be made to appeal the decision. ...and cancelled their option to purchase the land involved from North American-Rockwell Corporation. Efforts are still underway to block any attempt by N.A.-Rockwell to secure water privileges for development from the State Water Engineer. Chances are excellent state engineer Roland Westergard will not approve any water permit requests for subdivision activity in Warm Springs Valley.

NORA FINANCIAL POSITION TO DATE:

This organization faced serious financial difficulty until last May, when Stewart Brand's "POINT" organization came through with a critical $5,000 grant in aid to NORA. Since we opened our new office at the Foresta Institute, our expenses have have totalled $1288.85. This includes $602.69 in repairs and maintenance to my 1969 VW stationwagon--and these expenditures represent only those directly involved in NORA and National Task Force activities.

528

Of the $5000 given to us by POINT, it is estimated that $2500 will be spent this year. The remaining $2,500 has been matched

--continued--

by my own personal funds--which enabled us to set up an endowment fund of $5,000. This is in the form of a 6.2% percent interest account with American Savings & Loan Ass'n. in Reno. This interest will be used to finance, in part, those expenses expected to accrue for necessary field trips.

However, the most serious hangup at this time, is the deteriorating condition of the 1969 VW--which is now approaching 70,000 miles. Already, it has been necessary to have the engine overhauled and sagging engine mounts replaced. The transmission shows signs of serious wear and there are problems with the heat & temperature sensors on the fuel injection system. As it stands right now, we would be taking a serious risk trying to take this vehicle out on back country roads--especially those in the Great Basin. Fortunately, most of my forays into the desert have been aided by BLM officials--who have, on several occasions, provided both a 4-wheel drive vehicle and their recreation specialist as a guide. Since last May, I have visited 16 BLM districts in Nevada, California, Oregon, Washington, Utah and Colorado.

THE FORT MOJAVE GIVEAWAY:
Ralph Nader's Corporate Accountability Research Group(Wash.,D.C.) has joined those of us who are vigorously opposing the Interior Department's attempt to transfer 9,000 acres of BLM lands, in southern Clark County, southeast of Searchlight, to the Colorado River Commission. The Interior Department is now attempting to draft a "NEPA" environment impact statement--which we believe will try to justify disposal of these lands, even though it is well known the Colorado River Commission intends to dispose of them to land developers--in violation of a 1944 Treaty with Mexico guaranteeing that nation 1,500,000 acre/feet of quality water annually. Under the Fort Mohave Act, the BLM can with-hold action on this disposal on environmental grounds. Ralph Nader charged, in a statement supporting the NORA position(written under the signature of Nader's no.1 aide, Peter J. Petkas), that the Interior Department was attempting to shift responsibility to the commission--thus avoiding their responsibility under the National Environmental Policy Act of 1969. Petkas stated that such an action would be illegal.

THE CARSON BLM DISTRICT'S NEW "PYRAMID PLANNING UNIT":
Two weeks ago, yours truly had a meeting with Darrell Mathews, BLM range conservationist & recreation planner for the Carson District, and a ranking BLM recreation representative from Denver, here at the Foresta Institute. Included in this Pyramid Planning Unit are proposals to preserve nearly 6,000 acres on the north edge of Warm Springs Valley --named in our survey as "Incandescent Rocks"--as a primitive area. The Carson District also asked me to submit recommendations for BLM lands near or adjacent to Washoe Lake in Washoe Valley.

CO-ORDINATION WITH THE BATTLE MOUNTAIN & ELY BLM DISTRICTS:
We just recieved a new set of maps from these two districts, on which we are in the process of delineating all those sites and areas contained in our survey. At stake are several proposed primitive and natural areas --as well as four proposed wild horse ranges.

SUSANVILLE "MFP" HEARINGS:
The BLM's Susanville district is planning to hold hearings involving two large planning units--consisting of over 2,000,000 acres. Last

--continued--

spring, we visited with Dean Bibles and his staff at the BLM district office there, and made a complete exchange of site and area information. We should be in good shape for this hearing, as a result of these efforts and involvement by NORA in this vital "MFP" phase of BLM planning. Yours truly will have another meeting with Mr. Bibles and will submit a statement into the hearing record supporting inclusion of many NORA sites and areas into the MFP plan for this district.

THE HR 7211 FIGHT:
It would appear that conservationists may have won a vitally needed delay in House of Representatives action on Aspinall's attempt to make the Public Land Law Review Commission report the law of the land. Aspinall suddenly called off meetings of his House Interior Committee —which was in the process of writing a report for HR 7211—and went back to the Colorado 4th District in order to personally conduct his Democratic Primary campaign there. For the first time, Aspinall was not accorded first spot on the ballot—and he is reportedly fighting for his political life in this election. His district was "gerrymandered" by the Colorado legislature—and it means he must now find some way to muster support in reportedly hostile precincts in Arvada and Boulder, Colo. Those in the know indicate that, with adjournments of Congress for the Republican convention and the November elections, there is little chance HR7211 can be acted upon by the time this Congressional session ends. HR 7211 had passed the Interior Committee by a 23-7 vote*.

Indicative of the new-found strength conservationists have mustered to oppose legislation like HR 7211, the Sierra Club's special coalition was put together during the last weeks of July. Yours truly was one of those invited by Sierra Club executive director Michael McCloskey to join the anti-HR 7211 coalition. The plane fare was to be picked up by the Club—although yours truly would have to pay the remaining hotel and transportation expenses. Since this involved an attempt to adversely influence legislation—no NORA funds could be used. This matter is being reported here for your information—and in no way represents a formal position of NORA and its National Public Lands Task Force. NORA is a non-profit, tax exempt organization....and is forbidden under Internal Revenue Service rules from formal participation in any effort to influence legislation. In this matter, yours truly acted strictly as an individual.

IF YOU WANT TO VISIT NORA HEADQUARTERS:
Our office is located in the Foresta Institute's main library building on the Washoe Pines Ranch. The address is 620 Franktown Road(Box 620, Rural Route 1, Carson City, Nev. 89701), along the base of the magnificent Sierra Nevada mountains in Washoe Valley, halfway between Reno and Carson City. Our telephone number is 702-882-6361. During the summer, the Foresta Institute is open 7 days a week. Please feel free to drop in and see us—and enjoy all the interesting exhibits which can be seen here. However, all mail intended for NORA should be sent %P.O. Box 1245, Carson City, Nevada 89701. Thank you.

Respectfully submitted,
Charles S. Watson, Jr.
Charles S. Watson, Jr.
Director, NORA, Inc.

530

*note: HR 7211 was favorably voted on in June 14,1972—but had not been formally voted out of committee onto the House floor. This malodorous bill subsequently died with Aspinall's defeat in Colorado Demo. primary election, 1972.

AUGUST 3, 1972

The NORA study

Explorer fights for state's public lands

by FRANK GRIFFIN

Few men know the State of Nevada like Charles S. Watson Jr. Ask him about any obscure canyon, hidden lake, grove of bristlecones, dry lake, stream, or pioneer landmark, and the chances are he will turn out to have been there at least once.

Would you like to find the location of every known habitat of the rare desert pupfish, where desert longhorns can be found, the route of underground rivers, how to get to pine studded lakes that few white men have seen or unusual caves which human eyes have seldom beheld? If so, Watson is your man.

BY JEEP AND FOOT

Yet some secrets he will likely keep, for he is engaged in the important and engrossing task of exploring, inventorying, classifying and photographing the public lands of the State of Nevada.

For 14 years, more or less, Watson has jeeped and tramped wilderness trails in this state, reconnoitered by air, and otherwise ferreted out scenic wonders which most persons would never have dreamed existed.

The story dates back to 1958 when an informal, loosely knit group of conservation minded individuals got together under his leadership, to see what could be done to preserve for future generations the scenic treasures not yet tapped in the public lands of Nevada.

PUBLIC INTEREST

The group which Watson headed, the Nevada Outdoor Recreation Association (NORA), determined to do this constructively. The association is not opposed to environmentally sound exploitation of the public lands, [illegible] in the public interest, consistent with the concept of trusteeship of the lands for use of future generations.

NORA's projects for Nevada have included 460 site and area inventories, which BLM has ordered microfilmed, duplicated and distributed to all their district offices in the state. As a result of the Nevada survey, 25 substantial areas have already been ordered preserved as natural or primitive areas, where only those uses compatible with a wildnerness designation will be permitted.

NATIONAL BASIS

In 1965, so well known had the work of this small group become, that the association expanded its operations to a national basis, creating the National Public Lands task force covering 17 western and midwestern states.

Today this non-profit association wields much more influence than the limited number of its members would imply. Critics and friends alike treat the organization with respect.

NORA has received widespread recognition. That its praise is merited is evidenced by the many sources of commendation. These include the National Park Service, the Bureau of Outdoor Recreation, the Bureau of Land Management, and the Public Land Law Review Commission, to name a few.

GREATER VOICE

Yet more influence is sought in order to give the organization an even greater voice in public land affairs. Director Watson claims that financial and moral support is particularly needed at this time, for a showdown on public land use is just around the corner.

"The real crisis is right now," says Watson. "Congress is considering legislation that could either be highly desirable or disastrous to the public interest."

'DOMINENT USE'

Rep. Wayne Aspinall (Colo.) has introduced H. R. 7211, which NORA considers highly undesirable, "Special interest" legislation. It would put lands under a "dominant use" rather than "multiple use" policy. According to Watson, "enormous privileges would thereby be doled out to vested interests, whereby these lands would in effect cease to be public lands."

Many of the leading conservative organizations are banded together in an effort to amend HR 7211 on the House floor, to a point where it resembles more closely Senate Bills 632 and 2401. These would create an Office of Land Use Planning under the department of the Interior, and give BLM its "first organic act and just cause for existence."

Watson urges citizens of Nevada to write Congressman Baring to oppose HR 7211 unless it is suitably amended to conform with the corresponding Senate Bills, as well as to write Senators Bible and Cannon to the effect that the Senate versions should prevail.

He says, "The public lands contain the greatest treasure trove of natural wonders in the country today. We are dealing with an issue involving half a billion acres, more land than that controlled by all other federal agencies combined.

GREAT THREAT

"The threat to these public lands has never been greater than now. Unless these meaningful reforms are achieved, this precious heritage may be lost to future generations."

Association spokesmen claim that a small clique of western Congressmen are backing HR 7211 "in favor of special interests having entrenched privileges," making impossible the formulation of meaningful and comprehensive recreation programs on our public lands.

In Nevada, 69 percent of the land comes under BLM, according to Watson, or nearly 49 million acres. While NORA has accumulated an incomparable collection of photographs, maps and surveys of BLM lands in every district, less than half the acreage has been covered so there is a long way to go yet.

FRAMEWORK

One of the most important results of the association's work to date is the creation of Management Framework Planning by BLM, which will determine for the foreseeable future the scope of recreation on public lands all through the west.

"The job is a fascinating and rewarding one," says Watson. "But its magnitude is so staggering that it may never be completely finished."

531

THE WORK COMPANY: FIRST SIX MONTHS

Discussions of "right livelihood" and employment and unemployment problems have been going on for years in Zen Center. It had been a major concern of Suzuki-roshi's and one of his last requests was for us to work on this problem. This became possible when POINT Foundation made a grant of $3000 and $500 every two months for ten months. This grant was a perfect initiation--it gave the needed confidence and impetus to actually begin.

The first meeting was chaired by Richard Baker and attended by about thirty Zen Center members, representing a wide variety of interests and skills. Several proposals were discussed, including a bakery, gardening, toy manufacture, a bookstore-restaurant, and so on. However, the greatest concentration of energy and skill in the group appeared to be in carpentry and painting, so these were the areas chosen for the Work Company's initial venture. Terry Gragg, who had been working by himself as a free-lance painter, became the painter's foreman, and Bill Smith, who had been operating a one-man carpentry business, headed the carpenters. Of the ten or so other workers in the original group, some had prior experience, but many were beginners who would depend on the foremen for training.

Most of the initial $3000 was spent on two trucks, ladders, brushes, and other painting equipment for the painters, and basic tools (mostly hand-tools) for the carpenters. The first jobs came from Terry's and Bill's previous contacts and from people who were in some way connected with Zen Center, but after the first month word began to spread, and modest advertising produced a steady response. During the first three months of operation, ongoing decisions were made by the entire group of workers in weekly meetings, together with Silas Hoadley and Claude Dahlenberg, who were acting as advisors to the Work Company from the Zen Center Board. These meetings, besides creating a strong feeling of participation, were an education in the problems of starting and maintaining a business--unexplored territory for almost everyone.

As a part of Zen Center, the Work Company was able to get workman's compensation and liability insurance coverage, credit, and banking services without difficulty. However, without a contractor's license, the Company could not legally bid on a job, but could only estimate on an hourly-wage basis. This led the workers to the complex question of how much to

charge the customer and how much to receive in wages. Since the Company could not create a profit margin through careful bidding, overhead costs and any surplus had to be generated out of the difference between gross wage charged and net wage paid. On the other hand, the workers were not representing themselves as professionals with journeyman-level skill, so there was some reasonable ceiling on their worth per hour to the customer. The workers agreed to take a lower wage at the start to enable the Company to grow more quickly. This, they decided, amounted to a base charge to the customer of $4.50 per man-hour, of which the worker received $2.20. The two foremen, who were more skilled and who also had families to support, charged $6.00 to $8.00 per hour and received $3.75 to $6.00. The Work Company retained the remainder for overhead costs and working capital. On the basis of a 30-hour week (leaving time for participation in Zen Center activities and evening meetings) this was a take-home pay of about $250.00 per month, adequate for a single person living at Zen Center.

Another early decision was to return the original $3000 capital into a reserve fund over a two-year period, eventually to be used to fund related projects. In mid-April, the Company hired Janet Sturgeon to be its office manager and bookkeeper. Janet was the Work Company's first woman member.

In March, April, and May, overhead costs were high, and job volume fluctuated with some "down time" as the workers made estimates and waited for jobs to come through. Two high-cost areas were insurance and automobile repair. The Company members discussed alternatives to conventional insurance coverage, but because there was some feeling of trying to work within the established economic structure, and in order to protect Zen Center's liability, the full commercial coverage was maintained. One of the underlying rationales of the Work Company was to try to actualize the Buddhist concept of "right livelihood," which, in brief, means that to earn a living in a way that isn't "up front" is considered a hindrance to understanding and Buddhist practice.

In June, the organization of the Work Company was given a more definite form by creating a seven-member committee on which the painters, carpenters, office manager, and Zen Center Officers were all represented. Weekly meetings by this committee replaced group meetings for decision-making, although the entire group continued to meet twice a month for discussion.

Through June, July, and August, the job volume stabilized at a full-employment level for ten workers. The enclosed financial statement shows the activity for the month of August, including year-to-date figures. In August, the hourly charge to the customer for an ordinary worker was raised from $4.50 to $5.00, generating about $650.00 in additional income. This encouraged the workers to vote themselves a raise, to $3.00 for "senior members, i.e. those who had stuck with it since the beginning. This was with the understanding that if business should slacken in the winter months, they could vote themselves a cut in pay to compensate.

Recently the Company has experimented with a housecleaning referral service, with possible expansion into janitor work. This has brought more women into the Work Company, and given the opportunity for someone without work skill to get at least occasional work. Throughout its existence, the Work Company has maintained the requirement that its members be members of Zen Center. This has preserved the feeling among the workers that the Company is just an extension of their life and practice at Zen Center, and this feeling may also be a major incentive for staying with the Work Company, even at low wages.

Janet Sturgeon, Work Company secretary, writes as follows: "For each of us, the company offers the opportunity to learn to work in the world, and with customers, as well as with each other. The practice, in the sense of Zen practice, is alive and real. All of the workers, including myself, are learning to go ahead on jobs with some confidence, even though we haven't had that much experience. The response of our customers has been generally very appreciative, since our rates are reasonable and the men work pretty hard, often contributing several hours for free to a job that a more experienced worker could do faster."

As the painting and carpentry activity establishes a regular rhythm, the next step under discussion is to supply the physical conditions for craft manufacture of tables, toys, toilet seats, and other wood objects. One of the members has proposed marketing a model lumber and tool kit and projects book, for children (or adults) to build small structures, perhaps domes, from precut and prepared materials. If the job volume continues at its present rate, even with wage raises the Company may be able to finance at least a pilot project out of its own surpluses.

THE WORK COMPANY

OPERATING STATEMENT FOR AUGUST, 1972

	1 Month	2 Yr. to date	3
Operating Income			
Gross receipts	631538	2194446	
POINT subsidy	—	196906	
Subtotal	631538	2391352	
Less: Cost of Materials	132652	425487	
Net Income	498886	1965865	
Operating Expense			
Rent	30 —	205 —	
Phone	—	27762	
Gas - Oil	4262	24934	
Auto	674	19049	
Reimburse for mileage	5135	16089	
Insurance	33363	148458	
For Zen Center Admin. help	100 —	800 —	
Advertising	6920	15769	
Equipment repair	—	17904	
General Supplies	1496	28463	
Miscellaneous	8512	67048	
Payment toward New Projects Fund	120 —	59870	
Wages attributable to overhead	150 —	145094	
Overhead subtotal	100362	660940	
Gross job wages paid	249755	1088755	
Expenses total	350117	1759695	
Net Cash operations	148769	206170	
Net excluding POINT subsidy		9264	
Capital Income			
POINT grant		3000 —	
Capital Expense			
Automobile Purchase		1246 —	
Equipment Purchase		12494	
To subsidize operating cost		41406	
Total		3000 —	

535

THE WORK COMPANY

Balance Sheet as of August 31, 1972

ASSETS		LIABILITIES AND NET WORTH	
Cash on hand	200.00	Owing to Projects Fund	2401.30
Cash in Bank	1891.50	Reserve for Withholding	29.80
Vehicles at cost	1246.00	Retained profits	1592.64
Equipment at cost	1284.94	Equity in Equipment	598.70
	4622.44		4622.44

ZEN CENTER 300 Page Street San Francisco, California 94102 Telephone: 415/863-3136

September 25, 1972

Mr. Dick Raymond
POINT
P. O. Box 668
Menlo Park, California

Dear Dick:

I inadvertently omitted a short section concerning the Wheelwright Center from the report sent to you last week. So here is a brief picture of the activity on this project to date.

This June Zen Center received $1000.00 from POINT for the Wheelwright Center, our proposed conference/retreat facility at Green Gulch Farm. Shortly thereafter, Dr. Mornell, one of the three members of the Wheelwright Center board, needed $150.00 to prepare a fund-raising proposal for a foundation in Washington. The remainder has been held on account, awaiting further developments.

As soon as feasible, we would like to begin building permanent structures to house the facility, and possibly a carpenter from Japan may be invited to help with this. However, the concept of the conference center itself is likely to generate some activity well before we have the buildings finished. So we might try a trial conference or two this Fall just to see how it goes.

Sincerely,

Lewis A. Richmond

Lewis A. Richmond
Treasurer

LR: sw

(537)

ZEN MOUNTAIN CENTER Carmel Valley, California 93924 Phone: Tassajara Springs No. 1

ZOMEWORKS CORPORATION
P. O. Box 712
Albuquerque, New Mexico 87103
Phone (505) 242-5354

December 28, 1971

SOLAR ENERGY

Last month we finished a solar heater for a house at Idaho Springs, Colorado. Another solar heating system is being constructed in Corrales, New Mexico, and a third planned in Albuquerque.

During this past Fall we have, aside from practical installations, also been doing research. The work has been on simple solar powered engines for moving insulating covers and vents, and research into the storage of heat by salts. We have made progress in both projects and are using one of the engines at Idaho Springs. Money for the research came from a $5,900. grant from a local patron. He gave the money to the University of New Mexico for them to give to us for the research. He was thus able to avoid paying taxes on this amount.

Despite the outcry about pollution and the energy crisis, there is almost no work at all being done on the direct utilization of the sun's energy. The government agencies that one would imagine would spring to action in this emergency are lethargic and suspicious about such research. A man who heats his house with the sun rather than oil, coal, gas, or atomic energy is perhaps seen as a threat by those who own, manage, and consume these commodities.

If we do not now actively investigate and develop simple means of using the sun's energy for heat, refrigeration, and electrical and mechanical energy we may lose a chance to introduce a healthy technology, and instead see our present system become much worse as the power companies switch from the exhausted oil and gas to atomic energy. Who would control these installations? Will citizens be able to question the measures the power companies take to supply the ever growing demands created by advertising? What about accidents? If they didn't intimidate us with the frightening powers in their plants it would only be because of their good will and one certainly can't rely on this.

Today in New Mexico the Public Service Company in the midst of a world wide energy crisis spends the money we pay for electricity on advertising to encourage us to use still more electricity. If it is like this in the rest of the nation who can afford to not take constructive action?

We need more money for our research and will be grateful for any help or suggestions we may get from any of you.

Steve Baer

538

VERNON M. JOHN
CERTIFIED PUBLIC ACCOUNTANT

POINT
Financial Statement
November 30, 1972
(Unaudited)

539

VERNON M. JOHN
CERTIFIED PUBLIC ACCOUNTANT

Exhibit 1

POINT
Balance Sheet
November 30, 1972
(Unaudited)

Assets

Current assets:		
Cash - Bank of California		$ 22,155.53
- Northern California Savings & Loan		201,038.11
		223,193.64
Accounts receivable - Random House		49,912.10
Loans receivable		16,446.00
Total current assets		289,551.74
Property and equipment		1,882.50
Other assets:		
Investments in securities at cost (Schedule 3)		600,797.91
Total Assets		$ 892,232.15

Liabilities and Capital

Current liabilities:		
Payroll taxes payable		$ 600.10
Commissions payable		31,049.59
Total liabilities		31,649.69
Surplus:		
Surplus, April 30, 1972	$ 771,162.40	
Increase to surplus, Exhibit 2	89,420.06	860,852.46
Total Liabilities and Surplus		$ 892,232.15

This Balance Sheet as at November 30, 1972 and the accompanying Statement of Income and Expenditures were not audited by me and, accordingly, I cannot express an opinion of them.

PREPARED WITHOUT AUDIT

VERNON M. JOHN
CERTIFIED PUBLIC ACCOUNTANT

Exhibit 2

POINT
Statement of Income and Expenditures
May 1, 1972 to November 30, 1972
(Unaudited)

Income:		
Sale of catalogs and books		$ 345,937.44
Interest		5,401.45
Dividends		7,493.86
Contributions		3,000.00
Other		74.37
		361,907.12
Direct expenditures and grants:		
Sales commissions on catalogs	$ 60,335.50	
Grants	172,945.36	233,280.86
Balance		128,626.26
Administrative expenses:		
Salaries	28,927.00	
Rent	635.00	
Office supplies	1,043.73	
Telephone	844.87	
Legal and accounting	935.08	
Taxes and licenses	373.98	
Travel and automobile expenses	2,460.16	
In-house projects	152.96	
Miscellaneous	41.90	35,414.68
Increase to surplus from operations		93,211.58
Less non-recurring expenses:		
Loss on disposal of capital assets		3,791.52
Net increase to surplus		$ 89,420.06

The Balance Sheet as at November 30, 1972 and this Statement of Income and Expenditures were not audited by me and, accordingly, I cannot express an opinion of them.

541

PREPARED WITHOUT AUDIT

VERNON M. JOHN
CERTIFIED PUBLIC ACCOUNTANT

Exhibit 3

POINT
Schedule of Investments at Cost
November 30, 1972
(Unaudited)

	No. of Shares	Cost
Stocks:		
Bankamerica Corp.	400	$ 27,448.24
Hyster Co.	500	21,831.39
Standard Oil Co.-New Jersey	400	28,999.80
Transamerica Corp.	2000	36,622.67
American Telephone & Telegraph	400	16,723.76
The Southern Company	1500	29,717.78
Stauffer Chemical Co.	300	12,735.00
South Jersey Industries	1300	29,757.99
Santa Fe Industries	1000	31,504.65
R. H. Macy & Co.	30000	38,063.05
Libby Owens Ford	1000	48,319.40
American Home Products	200	18,035.92
American Products Co.	300	15,785.13
Schering Plough Co.	300	26,370.72
Textron, Inc.	600	18,806.32
IBM	100	32,348.76
Zome Works Corp.	30000	30,000.00
Kennecott Copper Corp.	1	29.03
American Metal Climax	1	33.79
First National City Corp.	500	38,512.25
Xerox Corporation	100	16,215.00
American General Insurance	2100	39,908.76
Allegheny Power Systems, Inc.	1000	23,028.50
Sub-Total		580,797.91
Bonds:		
Connecticut Light & Power, 7-3/8's 2001		20,000.00
Total		$ 600,797.91

This statement has not been audited by me and, accordingly, I cannot express an opinion of it.

542

PREPARED WITHOUT AUDIT

VERNON M. JOHN
CERTIFIED PUBLIC ACCOUNTANT

Exhibit 4

POINT
Statement of Changes in Financial Position
May 1, 1972 to November 30, 1972
(Unaudited)

Sources of funds:	
Net increase to Surplus, Exhibit 2	$ 93,211.58
Disposal of capital assets	13,048.48
Decrease in working capital	109,240.68
Total funds provided	$ 215,500.74
Application of funds:	
Investments in securities	$ 214,818.24
Equipment purchases	682.50
Total funds applied	$ 215,500.74

This statement has not been audited by me and, accordingly, I cannot express an opinion of it.

543

PREPARED WITHOUT AUDIT

Brand's Use of POINT Funds, 1972

Bill Goetz was given a Free Agent grant of $15,000, with which he has been doing real-life-adventure investigation of emergency services in scattered US towns; also he's been finding out what is needed to help poor folks make a living on crafts (training is needed).

Charles Watson was given a $15,000 (+$5,000) Free Agent grant to survey and help classify special American wilderness places that are on inadequately protected public land (such as BLM--- Bureau of Land Management).

Jens Brøndum of Denmark was given a $5,000 Free Agent grant to free him up from having to be employed in order to support his welding of world-wide ecology and peace activities through operations such as Dai Dong (the most effective group in Stockholm).

JD Smith, a co-editor of the Catalog, was granted $4,000 to build a travelling tool-&-fixit service. He did, and repaid Point with a song.

The federation known as Life Forum was "loaned" $8,376 to make up various overruns, crises, losses of faith, etc so that a joyful noise could be made in Stockholm. A noble flop.

The San Francisco Zen Center's Work Company was granted$3,000 to initiate a right-livelihood carpentry-painting-etc service staffed by Zen students.

Stephanie Mills was granted $750 in Stockholm and $2,000 in Berkeley (part of a joint $6,000 grant with Huey Johnson--sponsor-- and Jerry Mander) to conduct a modern 18-Century Salon-- i.e. dinners for formal folk who should meet informally.

Project Jonah was loaned $2,000 to do a whale-consciousness ad.

Some guy in Marin County was given$1,000 to make video-taped interviews with California Indian shamans.

HUEY D. JOHNSON
55 ELM AVENUE
MILL VALLEY, CALIFORNIA 94941

November 21, 1972

Mr. Michael Phillips
Glide Foundation
330 Ellis Street
San Francisco, California 94102

Dear Michael:

Point agent grants include:

Gregory Archbald, Agent: $15,000

An attorney - He is pursuing new form approaches to improve national land policy. He has been extremely effective in launching the Trust for Public Land.

Jim Morgan, Agent: $15,000

A biologist - He has pursued implementation of policy involving his research on Big Horn sheep and has already placed several articles in national and international publications, including one just completed for the National Geographic. He is also moving into other policy areas involving improved land use procedures.

Bill Bryan, Agent: $15,000 (Bill English's. I have taken on guidance role.)

Bill is living in Helena, Montana, and testing his thesis on community organization as it relates to natural resource decisions in Montana, Idaho and Wyoming. He is currently emphasizing the strip mining program in the Wyoming-Montana border while still advising numerous community and citizens groups on other matters in that region. I have raised some additional outside funds for him.

A $1,000 grant was given to support Bill Bryan after getting his Ph.D. from the University of Michigan and searching for a proper area for testing of his thesis. I traveled with him and we held conferences in Montana, California and Hawaii, before finally deciding Montana would be the best spot.

Mr. Michael Phillips November 21, 1972

Charles Watson - $2500

Heads up the Nevada Outdoor Recreation Association at Carson City, Nevada, a group built around his phenomenal energy and his determined expertise on both finding and reporting unique and important areas on the millions of acres on public lands he is intimate with, and in pursuing directions for improved management of the public interest on those areas. The grant will probably buy him a used vehicle for transportation.

A $2,500 grant was given UNIFY (Urban Nature Institute for Youth) and concerns an experience of combining art and ecology in an outdoor setting using multi-racial kids from the urban center with young college age counsellors as their guides. The grant was effective in launching them out of a difficult pinch and getting them out of the red. They now appear to be solidly launched both fiscally and on planning for their next year's program.

A $1,000 grant to Phil Wallin was to undertake the study of the British National Trust in England. After Stockholm I was able to assist with it briefly. The report is finished and is being edited in final form and will be available to assist the nation's land conservation agencies in making policy decisions based on the phenomenal experience of that organization.

$750 in one grant went to the Stockhdm Salon, and later $2,000 to the Berkeley Salon supporting Stephanie Mills in her Salon concept. The Stockholm Salon was one of the most effective events there and it cost the least money, and the ongoing Berkeley Salons are extremely exciting and already have had interesting results. The concept of combining activist types in a quiet evening setting to help exchange contacts and ideas for further effectiveness.

A $1,000 grant to the Wheelwright center concerns an initial gift to cover immediate needs on the conference planning at the Wheelwright Center, part of the Zen Ranch in Marin County. Eventually, this project will have to raise up to one million dollars to have an international focus. The focus is the hope of major quiet communication opportunities for leaders in various specialized areas of the region, nation and world.

Mr. Michael Phillips November 21, 1972

A $1,000 grant went to the Center for Environmental Action. The Reverend Richard Sample is its director. This church based organization is the only western group I am aware of that specializes in community organization regarding the environment. They have a trained and skilled group of individuals living below subsistence levels while still getting excellent results.

A $1,000 grant went to the Good Works Collective to support the women's program seeking an enlightened society and providing equal opportunities for women.

A $560 grant was given to Greg Archbald, already a Point Agent, to cover travel costs in pursuing a change in the tax laws allowing gifts of land to be applied against death taxes rather than having the land or other important tangible assets, such as paintings and book collections to be allowed in lieu of cash when being applied on death taxes so that important open space valuable to the public interest would not be lost because of forced tax sale. This has not been expended as yet. If it can be done in other ways, such as a Washington, D.C. base, Greg will return the grant to support that activity.

A $1000 grant went to the Environmental Resource and Analysis Center at the University of Montana to support a conference regarding the establishment of a nonprofit land planning agency to assist that state since at the present time it has no zoning or land planning programs on a statewide basis. Several other states have very successful endeavors going in this area and at least the University has some people of great skill who would like to do so, but need a bit of money to get it going to cover expenses while they look over other concepts.

A $1,500 grant went to Barbara Lander-Bell who is doing a comparative study of Swedish and U.S. land policy with recommendations as to how some of the better Swedish experiments might be applied in the U.S. She has been a graduate student both in Sweden and the U.S. and is currently writing and continues to work on that report.

A $1000 grant went to the Nongovernmental Liason Committee following up the United Nations' meeting in Stockholm to support a New York meeting in October. It was money extremely well spent and helped to cover, at a very crucial point, the planning for that conference.

A $1,500 grant went to Sandy Demarest supporting her prior to undertaking the assistant editorialship of a book concerning the training of environmental generalists to help create a new profession. She is assisting me in the preparation of it.

A $1,000 grant was given to Mat Segnestam, the director of the largest nonprofit conservation organization in Sweden to assist in having him visit the U.S. for 6 weeks. In addition to this, I was able to raise another $1,700 to cover his expenses while lecturing throughout the U.S., particularly emphasizing both coasts. His visit was extremely successful and we learned a lot, and I think he did too.

A $500 grant went to Henry Goetz, a graduate student, the University of Montana, to support him in doing a pioneering study in the area of the acquisition of development rights as a less than fee acquisition technique on the Blackfoot, a major river which is currently being considered for wild river status. If successful, it will save 20-miles of the banks of the very large, beautiful river, while also providing pioneering guidelines for federal agencies to follow suit and save considerable funds in acquisition programs.

A $2,000 grant went to a garden project, a new concept revolving around Alan Chadwick's refreshing garden techniques and emphasizing the training of apprentices who after a year will then be able to go out and direct similar projects on other farms near urban centers throughout the nation.

Sincerely,

Huey

Huey D. Johnson

HDJ:g

548

SUMMARY OF GRANTS INITIATED BY JERRY MANDER

(1) Joan McIntyre/Project Jonah $15,000

A fellowship/("Agent") grant to Joan McIntyre resulted in the creation of the first international activist organization devoted to permanently stopping the killing of whales, dolphins and other cetaceans for commercial purposes. Organization has undertaken publicity internationally on (a) the depletion of the whales, (b) the trivial nature of the commodities for which they are sacrificed--cosmetics, pet food, and lubricants, and (c) the extraordinary intelligence of these creatures. Project Jonah succeeded in persuading UN Environmental conference to recommend a Ten Year Moritorium on whale-killing. The case was also carried to the International Whaling Commission, and the plans are now to institute boycott activities against products of most offending nations--Japan and Russia (with organizations in France, England, Malta, Canada etc.).

Contact: Joan McIntyre, Project Jonah, 857 Montgomery St., SF, 415-989-3637

(2) Marijuana Educational Fund $2,500

Provided a fund for the publication and distribution of information offsetting the generally bad press that marijuana has received in this country for the past forty years. Some material was used in collaboration with successful efforts to organize an initiative to place the question of the decriminilization of marijuana on the ballot in California.

Contact: Robert Ashford, 321 Bush St., SF, 415-421-9916

(3) Goodworks Collective $6,000

A collective of feminist activists, psychologists, academics group leaders and artists engaged in a wide range of educational and political projects, among them the following: (a) an ongoing consultation with army psychiatrists concerning child-beating by army mothers, (b) a series of seminars bringing housewives and prostitutes together, (c) establishment of gallery and store for women to sell their arts and crafts, (d) collaboration with National Feminist Party Convention, particularly in running panels related to women's studies, (e) organization of Alyssum, a feminist "growth center" presenting ongoing women's "consciousness-raising" groups and others, at very low cost, (f) collaborations with San Francisco Women's Health Center, the Women's Legal Center, and Tinker Women (concerned with jobs for women).

Contact: Shelley Roth Dunnegan, Freude Bartlett, Joyce Edelson, Carol Murray, Anica Vesel Mander, Susan Margolis, @ 57 Harriet St., SF, 415-621-4660

(4) Women's Legal Center $2,600

A collective of ten women legal workers, located in the Mission District of San Francisco, who are undertaking to provide legal counselling to women in need of same, to train other women's legal workersto do likewise, to educate the community towards a deflation of the "Legal Mystique" which has worked to keep many women from understanding their legal rights, and to catalyze change in laws and institutional practices which particularly discriminate against women, E.G., rape laws, practices concerning women in prison, laws relating to prostitution, marriage, job rights, welfare rights, etc.

Contact: Elaine Kramer, Women's Legal Center, 558 Capp St., SF, 415-285-5066

(5) Esalen Institute Staff Workers Organization $1,000

This grant was to catalyze the democratization of the Esalen organization by placing all decisions formerly determined by hierarchical structure into a collective process in which differention between workers and management would be diminished.

Contact: Esalen Institute, Big Sur, California

(6) Esalen Institute School $871

To assist an experimental school on the Esalen grounds, for the Esalen staff children. In previous years Esalen discouraged the participation of children in the daily life of the institute, thus leaving some humans conspicuously absent from sharing in the "human potential" work of the institute.

Contact: Esalen Institute, Big Sur, California

(7) Norma Whittacker/Public interest public relations $15,000

A fellowship grant. Ms. Whittacker is a long time publicist for community organizing activities, as well as for anti-war, women's rights, anti-racist causes. Currently working as publicist for the Ellsberg-Russo Defense, upon completion she envisions returning to the Bay Area to participate in efforts towards obtaining access to the media for a variety of persons, organizations and points of view which do not presently have it.

Contact: Norma Whittacker, 10938½ Morrison St., N. Holliwood, Ca. 91601
213-763-0995

(8) Barbara Richter/First People's Television News Program $1,000

For research, exploration and startup on a videotaped, community based, alternative news program.

Contact: Barbara Richter, 7 W. 73rd St., NYC, 212-595-0538

(9) Susan Halas $400

For a research report on the current state of videotape with respect to its availability to communities of people otherwise without access to media; ways it is being used for radical community organizing and political organizing and suggestions for other ways of doing same; the legal struggles and the critical legal links in efforts to have cable TV community controlled as opposed to centrally controlled; as well as suggestions for projects which would serve the generally stated purpose of encouraging the use of videotape as an alternative medium for unrepresented communities, and discouraging centralized broadcast TV. Ms. Halas is experienced in community access video, and is a reporter and publicist with considerable skills in these areas.

Contact: Susan Halas, 690 Arkansas, SF, 415-824-3267

(10) "Earthlight"/San Francisco Ecology Center $4,000

This is a weekly publication designed to be sent to 8-10 year old children, in schools and out, which is intended to present an offsetting impression of the corporate all-america, consumption-oriented, materialist views of "Weekly Reader" and the other widely circulated children's weeklies. The publication has an ecological bias, but considers within the ecology definition human ecology, racism, sexism, specieism and political-resource exploitation.

Contact: Josh Gitomer, 13 Columbus Ave., SF, 415-391-6307

(11) Prof. Herbert Kutchins/A study of police killings $5,000

This is a three part study--local, California, and national--examining all instances of killings by policemen and of policemen. Included in the grant are provisions for publicity of the final findings.

Contact: Herbert Kutchins, Dept. of Soc., Sonoma St. College, Rohnert Park, Ca.

(12) Public Advocates/Study and investigation of legal action against war $200

This was an investigation and legal analysis of possible legal action on behalf of a war-injured Vietnam veteran who had initially volunteered for action. The case would be based on the principle of "fraud in the inducement" in which a party can be held liable for an injury caused as the result of fraudulent information.

Contact: Sidney Wolinsky, Public Advocates, 433 Turk, SF, 415-441-8850

(13) Council Grove Conference $3,000

This is an annual meeting for the purpose of discussing, learning about and hearing from people skilled in the arts of self-healing, particularly psychic healers, medicine men and women, yogis and other practitioners of self-controlled body and mind states. brings together the healers, and also scientists and medical people doing research in these areas.

Contact: Gay Luce, 1406 Euclid, Berkeley, Ca., 415-843-8242

(14) Merle Goldberg $5,000

A fellowship ("agent") grant. Ms. Goldberg is the Executive Director of the National Women's Health Coalition and this grant will make possible her continued efforts in achieving a nationwide training program for para-medics in women's health problems. She also is working toward establishing a New York center for paramedical training and also abortion and related counciling services.

Contact: Merle Goldberg, National Women's Health Coalition, 222 East 35th St., N.Y., N.Y. 10016, 212-684-0217

(15) Paul Spong/Pacific Killer Whale Foundation $4,000

For continuing research with "Free" (i.e. non-captive) killer whales off the coast of Vancouver.

Contact: Paul Spong, Pacific Killer Whale Foundation, Box 183, North Vancouver, B.C., Canada

(16) Amnesty International $1,500

To assist them in the creation of the organization's first California office. Amnesty is an international organization which works in all countries for the release of political prisoners. Major attention at the moment is being devoted to political prisoners in Greece, Brazil, Russia, Vietnam, Indonesia, The United States, et. al.

Contact: Ginetta Sagan, Amnesty International, 177 Toyon, Atherton, Ca.

POINT

SUMMARY OF GRANTS

Agents: Alice Tepper-Marlin; Founder and Director of Council on Economic Priorities in New York. Grant for educational activism in the Corporate Social Responsibilities field. ($15,000)

Toni Ayres, Maggie Rubenstein, and Carolyn Smith; Grant to start San Francisco Sex Information. A project to make accurate information on human sexuality available to public and act as advocates for individual rights in the coming sensual era. (Phone service opened November 1, 1972) (3 for $3,600, one for $4,200 to S.F.S.I.)

Selma Monsky, Hugh Schwartz, and Peter Sherrill; Grant to start the San Francisco Community Survey. Project to develop "community" in a large urban area and bring new democratic forces into governmental processes. (3 for $1,000 and $15,000 to Institute for Research in Social Behavior)

Mary Williams; Founder and co-director of Council for Corporate Review (Minneapolis). Travel expenses in connection with corporate proxy resolutions. ($400)

Michael Phillips as Agent Projects:

- Creative and Extra-ordinary People; to identify the people in the U.S. with the greatest potential for effecting long range creative change and finding ways to help them help each other.
- Sign in the Desert; to explore a new potential for international communication.
- Sex Therapy Furniture; to explore new sexual modes.
- Human Sexuality Research; to develope new research instruments and theories concerning voluntary human interaction with particular emphasis on sexual interactions.
- Corporate Social Responsibility; two conferences in 1972 to bring together activists in corporate social change to improve coordination and accelerate the growth rate of activity in this field.

(approximately $11,000 to date)

553

Mike 11/17/72

POINT MEMORANDUM

DATE: November 21, 1972

TO: POINT Board

FROM: Richard Raymond

RE: First Anniversary Re-evaluation

Last November we each submitted our suggestions for giving POINT a direction. I made the pitch then (on my birthday) that POINT may require a few years of experimentation and some mystical interference to stumble onto a "grand design" and our next few years could be organized deliberately to capture such surprises while at the same time doing useful, but ungrand work.

I argued that we ought to define and to acknowledge our own personal values, because it's silly to pretend that we (or any foundation directors) have some magical objectivity not related to our own experience-based attitudes. Thus, it seemed reasonable also that we exploit our individuality by being an elite coalition (in a Karmic sense); supporting other individualistically-organized endeavors, always encouraging experiment-chains, i.e. experiments that trigger more experiments. To maximize the effectiveness of this process, I hoped we would encourage the exchange of information, learning not only about one another's work, but also about techniques of administration that work well or that don't satisfy us. (I also put in a pitch for light-heartedness.)

All that was a year ago. This year, as I try to re-evaluate, I feel o.k. about those initial recommendations; nevertheless, I have said some things (in my Sept. 11 report) about (1) wanting us all to be more informed about "money as a work equivalent" and about "surplus money", and (2) about being less sloppy in our Board roles, and (3) carrying through more effectively with what we have been learning and doing.

In this context, I shall report on what I've done with my share of POINT's resources and how I expect to behave hereon.

Description of Grants Made through October, 1972

1. Fred Moore ($15,000). A free agent to pursue his interests in exchanging money and information within informal communities. No formal

Negative:
"W" Will the participants be encouraged to "settle in" ?
"X" Is only one person benefitting, or is an "in-group" tendency being encouraged?
"Y" Will "endless" fund raising ensue?

I self-rate my projects as follows:

	Positive	Negative	Unusual Alpha-fish Competence
F. Moore	A, B, C, D		
D. Shirgart	C	X	
Jonah	C	W, X, Y,	•
Work Co.	B, D		
Amsterdam	C	Y	•
Braithwaite	C	X	
Ron Jones	A, B, C, D		•
Life F.			
Margolin	C		
Hassler	A, B, C, D	X	
Steam	C	X, Y	
Land Confer.	A, B, C, D		
Zen Center	A, B	Y	•
Agape			
Auto Repair	A, B, C, D		
Exper. Econ.	A, B, C, D		
Music	A, B, C		

My Intent$ions Hereon

Based on this first year of experimentation, there are two inescapable demands that I place on myself.

First... I see the importance of tending the eggs I (and we) have already laid.

Second... Working with Stewart (and Point) allows for zero margin of self-deception; and one of the painful hypocracies I have exposed is my failure to deal with my own "right livelihood".

In addition to these two demands, my plans are also influenced by my slowly emerging understanding of "surplus money", leading me to the realization that POINT directors are the custodians of payments received from a multitude of Whole Earth Catalog readers.

The consequence of all this is that I don't feel right about drawing income from POINT (unless engaged in some specific work assigment), and that I do need to concentrate my attention on drawing income elsewhere. This could result either in resigning soon from the Board or finding a different basis for allocating my time and work.

Suggestions for Mike and the New Administration

The administrative style that would appeal most to me is one in which directors act as a coalition of individualistic Godfathers, with constantly improving talents as "favor-exchanges". 557

Meetings would be virtually limited to factual reporting; e.g. what I did last week; what I learned last week; what is going on. Any philosophical discussions would be uncontested opinions; i.e. expository and never expressed with the intention of gaining agreement or conformity by other directors.

Occasionally if spontaneous circumstances arise prompting us directors to participate together on a POINT project, then we ought to do it. But I haven't felt that this aspect of our administration needs to be a policy or a specific commitment.

Finally, I like the Elijah tradition, but I would like to line up some far in advance in order to have such people occasionally as Margaret Mead, Erich Fromm, Rollo May, Sammy Davis, Jr., or Shirley Chisolm, etc.

Peace, Love, Brotherhood, Cheer, and Merry Christmas to all.

Dick R.

Sample letter to Grantees

POINT
P. O. Box 668
Menlo Park, California 94025
January 20, 1972

Mr. Mike Phillips
Glide Foundation
330 Ellis Street
San Francisco, California 94102

Dear Mike:

This is to formally set forth the terms and conditions of the fellowship ("Agent") grant which you have today received from POINT.

The fellowship grant is to enable you to pursue your study and research of economic, behavioral, and sociologic problems. The grant is for a period of one year.

It is anticipated that you will submit a report to POINT describing the results of your research and study. We also expect that you will remain in contact with the Board of Directors of POINT during the year so that we may be aware of the progress of your work; formal interim reports are not required although they are, of course, welcome.

Since POINT is a tax exempt organization under Section 501(c)(3) of the Internal Revenue Code, no portion of this grant may be used to support a political candidate or to lobby for or against any legislation.

Sincerely yours,

POINT

By Stewart Brand
STEWART BRAND
President

SB/ms

559

POINT
Post Office Box 668
Menlo Park, Calif. 94025

Sample Letter to Grantees

March 3, 1972

Robert Gnaizda
Public Advocates
433 Turk Street
San Francisco, Ca.

Dear Sirs:

Enclosed is a check for $1,000 from Point Foundation, a non-profit California corporation engaged in educational and humanitarian philanthropy. This $1,000 is intended as a conceptual "retainer" in hopes that Public Advocates will keep in mind the portfolio of this institution when it is apparent that class-action suits against companies in which we are shareholders might be possible. We are willing to be plaintiffs in actions relating to ecology, minority rights, civil liberties issues, quality of life and consumerism problems, as well as the general issue of whether corporations should be permitted to continue in business after their economic usefulness has disappeared (and their shareholders are no longer benefited from their continued operation).

We have heard many good things about Public Advocates, and look forward to a long and fruitful association. We also hope that this type of very informal and supportive relationship may be a model for other institutions to follow in supporting your work.

Very truly yours,

Michael Phillips
Treasurer

Enclosure

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561

STRATEGY FOR POINT'S PORTFOLIO

January 3, 1972 Michael Phillips

It is proposed here that POINT adopt a posture relative to the corporations in which it owns stock, that is consistant with some of the principles developed in the Whole Earth Catalog. The following are suggested concepts.

1. The company must aim for the highest possible quality product. Quality also implies longevity where longevity is a desired attribute of the product.

2. That the company attempt to minimize resources that are presently considered "free" or relatively free such as air, water, wildlife, microbe level societies, human emotions, outer space and the electromagnetic airwaves.

3. That the company explicitly state that its goal is (a) return on capital or (b) maximization of profit and it has carefully studied its records and determined that this is not a direct correlate with corporate growth or sales growth.

Each of these has a fairly clear personal meaning.

The first is that the W.E.C. was designed to help its readers to select those products which had superior operational quality in terms of the function for which they were designed. In many instances this includes longevity. It should also be evident from the countless items and objects rejected by the W.E.C. that very little being produced on the current market is up to "state of the art" level in production and that the concept of built-in obsolescence is a real one; which has been interpreted as desirable for the profit maximization of many corporations. Such built-in technilogical obsolescence or short half-life is not, in my opinion, necessarily of social benefit and in general is based on the assumptions of ignorance and culpability of the consumer. Having worked in sales oriented production companies it's not easy for me to forget how readily engineers and management were willing to substitute a low grade sheet of metal for the higher grade specifications with a full acknowledgement that it would reduce the operating life, by a few years, of a product that was only designed to last five or six years in the first place. At this date we do not have truly effective consumer testing organizations that measure life span, or operational quality of a wide range of products other than possibly the W.E.C. and to some limited extent Consumer Reports. What is needed is an emphasis from the point of view of the shareholder that he only wishes to be involved in quality products and that this is based on ecological considerations rather than solely ego desires and status.

Two, I have great faith in the economic systems ability to allocate and minimize resources where resources have a price, however, the economic view of the ecological mess is that resources that are abused are those that are treated or viewed as free; clearly that is the way air and water have been treated. What I'd like to point out is that there are many other entities in the world that are treated as free, not the least of them are of course

outer space where we leave our garbage, all forms of wildlife such as the birds that get chewed up in airplane engines, the whole microbe world to which we are totally oblivious and the most important is human emotions which tend to be totally ignored, (it is assumed that increase in strain or disallocation of human life is virtually a free resource available to the corporation). On the one hand it is clear that the government and other powerful such institutions will have to act to make presently free resources expensive with such things as fines and penalties. But it may also be within our sphere of influence to try and force the corporation to account for its use of these resources. The corporation that would have to indicate how much oxygen was consumed in its equipment, how many cubic miles of air were required to disperse its effluents might change its behavior. This new type of accounting would at least marginally put pressure on the corporation to consider these resources as limited.

The third area has begun to receive interest in the last five years following an earlier interest that originally developed due to Adolph Berle in the mid-forties. It is the whole issue of whether corporations try to maximize profit and return on capital or whether they simply try to maximize sales growth. Most economic theories operate fairly well on the former assumption. Many theorists have demonstrated that their theories can work on the latter assumption, however, from an ecological viewpoint the latter assumption is far less acceptable, at least when viewed on a domestic level, than the former. I'd like to hypothesize that we could urge corporations to work for maximizing quality and profit simultaneously. We would urge them to consider that a quality product for the stable market could be as successful and certainly as profitable or more so than a low quality product in the unstable or volatile market.

OPERATIONAL RECOMMENDATIONS

I would recommend a three year program to try and shape the thinking of the American corporation. In the first year we write the corporations in which we own stock asking them to defend their current policies against the criteria that we have established. Not that we simply ask them to defend it but that we carry on fairly open dialogue using the media as a sounding board by sending it copies of our letters and the corporate replies. The second year we introduce law suits related to our goals, and prod academies to do studies in this area. The third year we select one target company, of moderate size, that is vulnerable on the criteria we have selected and (a) use nearly all our money to buy stock in it and (b) wage a proxy battle to gain control or significant representation on its board.

AGENT EXPENSE RECORDS

The only reason for keeping accurate expense records is to keep you from having to pay income taxes on legitimate expenses. The only person who really knows whether the expense was necessary and directly relevant to the educational objective* you were pursuing, is you. So keep your records on the assumption that four years from now, an IRS agent will ask for (1) evidence that you spent it, and (2) for the reason you spent it. If neither are sufficient, you may have to pay income tax on the amount under question.

The following guidelines are drawn from IRS rules for businesses.

Businesses usually require receipts for:

1. Hotels, airplane fares, rental cars and business meals of $25.00 or more.

2. Physical objects purchased of $5.00 or more, such as a pack of recording tapes.

3. Grants to individuals require a signed receipt.

4. Purchases of services in excess of $10.00, such as a big shipment of material airfreight.

Suggestion on how to record other expenses:

1. Meals alone: date, price, city, name of restaurant.
   Meals with guests: same as above plus names, affiliation of guests and purpose of discussion.

2. All else: date, price and where necessary a description.
   Example:
   (a) Taxi, N.Y., 12/1/70, $9.00 airport-town
   (b) Bridge from Oakland, 12/4/70 $.50
   (c) Parking, S.F., 12/4/70 $2.00 for conference R.C. Colin
   (d) Telephone, S.F., 12/4/70 $4.25 to Bishop Bundy

For questions concerning cars, mileage, medical, and other things ask a CPA or at worst ask me.

Mike

Michael Phillips

* "Educational Objectives" is the umbrella under which POINT exists as a tax exempt institution and the reason for your grant.